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Government Publications

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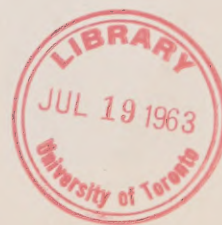
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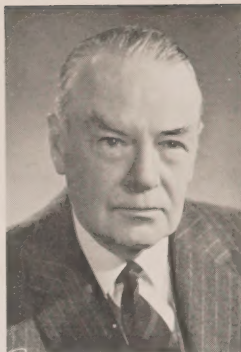
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W. E. S. Briggs
(Vice-President)



R. L. Dunsmore
(Chairman)



J. A. Ouimet
(President)



C. B. Lumsden
(Vice-Chairman)



Mrs. Ellen Armstrong
Calgary



Mrs. Alixe Carter
Salmon Arm, B.C.



Raymond Dupuis
Montreal



F. L. Jenkins
London*



W. L. Morton
Winnipeg



Roger N. Seguin
Ottawa*



C. W. Leeson
(Vice-Chairman)*



Mrs. Kate Aitken
Toronto*



N. B. Buchanan
St. Stephen, N.B.*

the board of directors

Mrs. Kate Aitken, Toronto*
Mrs. Ellen Armstrong, Calgary
W. E. S. Briggs, Ottawa
(Vice-President)
N. B. Buchanan, St. Stephen, N.B.*
Mrs. Alixe Carter,
Salmon Arm, B.C.
R. L. Dunsmore, Montreal
(Chairman)
Raymond Dupuis, Montreal
F. L. Jenkins, London*
C. W. Leeson, Toronto
(Vice-Chairman)*
C. B. Lumsden, Wolfville, N.S.
(Vice-Chairman)
W. L. Morton, Winnipeg
J. A. Ouimet, Ottawa (President)
Roger N. Séguin, Ottawa*

senior officers

Head Office

J. A. Ouimet: President
W. E. S. Briggs: Vice-President
J. R. Allyn: General Counsel
V. F. Davies: Comptroller
R. C. Fraser: Vice-President,
Corporate Affairs
J. P. Gilmore: Vice-President,
Personnel and Operations
E. S. Hallman: Vice-President,
Programming
C. Jennings: General Manager,
Regional Broadcasting
R. P. Landry: Vice-President,
Assistant to the President**
M. Ouimet: General Manager,
Network Broadcasting (French)
W. G. Richardson: Director of
Engineering and Technical Services
H. G. Walker: General Manager,
Network Broadcasting (English)

Operating Divisions and Regions

English Networks and Toronto Area:
A. K. Morrow, Toronto
French Networks and Quebec
Region: G. Lamarche, Montreal
Newfoundland: W. F. Galgay,
St. John's
Maritimes: S. R. Kennedy, Halifax
Prairies: J. R. Finlay, Winnipeg
British Columbia: K. P. Caple,
Vancouver
Ottawa Area: J. J. Dunn
International Service:
C. R. Delafield, Montreal
Northern and Armed Forces
Services: A. G. Cowan, Ottawa

executive committee

J. A. Ouimet, Chairman
Mrs. Kate Aitken*
W. E. S. Briggs
R. L. Dunsmore
Raymond Dupuis
N. B. Buchanan*

finance committee

R. L. Dunsmore, Chairman
J. A. Ouimet
W. E. S. Briggs
C. W. Leeson*
Mrs. Ellen Armstrong
F. L. Jenkins*

program committee

C. B. Lumsden, Chairman
J. A. Ouimet
W. E. S. Briggs
Mrs. Kate Aitken*
Mrs. Alixe Carter
Raymond Dupuis
W. L. Morton
N. B. Buchanan*
Roger N. Séguin*

*Mrs. Kate Aitken and
C. W. Leeson resigned on
September 6, 1962, and were
replaced by F. L. Jenkins and
Roger N. Séguin on
November 6, 1962.
N. B. Buchanan resigned
March 5, 1963.

**Retired: February 28, 1963.

CANADIAN BROADCASTING CORPORATION

Ottawa, June 30, 1963

The Honorable John W. Pickersgill, M.P.,
Secretary of State,
Ottawa.

Dear Sir:

In accordance with the provisions of Section 36, Part II, of the Broadcasting Act, I submit herewith the annual report of the Canadian Broadcasting Corporation for the year ended March 31, 1963.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'J. A. Quimet', written in a cursive style.

J. A. QUIMET,
President.



Report of the Board of Directors

of the Canadian Broadcasting Corporation
to the Secretary of State

The deliberations of this Board for the fiscal year 1962-63 are reviewed in this report. The Board held its meetings during the year as follows:

Ottawa, Ont.	April 17, 18, 19, 1962
Ottawa, Ont.	June 26, 27, 28, 1962
Ottawa, Ont.	July 27, 1962*
Toronto, Ont.	Sept. 5, 6 and 7, 1962
Ottawa, Ont.	Oct. 31, Nov. 1, 2, 1962
Ottawa, Ont.	Nov. 15, 1962**
Ottawa, Ont.	Dec. 3, 4, 5, 1962
Montreal, Que.	Feb. 5, 6, 1963

*One day special meeting to consider revision of the Corporation's current Capital, Operating and International Broadcasting Service budgets.

**One day special meeting to consider the proposed promulgation of BBG Regulation No. 16 dealing with television coverage of the 1962 Grey Cup Football game.

Due to resignations on September 6, 1962, it was with regret that the Board lost the valuable services of Mr. Charles W. Leeson who served as Vice-Chairman of the Board and as a member of the Finance Committee and of Mrs. Kate Aitken who was a member of the Executive and Program Committees and CBC Representative to UNESCO. Both had been members of the Board since its inception in 1958. To these vacancies were appointed Mr. F. L. Jenkins, London, Ontario, and Mr. Roger N. Séguin, Q.C., Ottawa, effective November 6, 1962. The Board was also sorry to lose the services of Mr. Norman B. Buchanan who resigned on March 5, 1963, and who was a member of the Executive and Program Committees.

Dr. C. B. Lumsden was elected Vice-Chairman of the Board to replace Mr. Leeson. Mrs. Carter was appointed the Board's representative to the Canadian National Commission for UNESCO. The

individual members of the Board addressed various organizations in many parts of Canada. The Board was also invited to be represented at various national and international broadcasting functions.

As in previous years, the Board had two representatives on the Board of Broadcast Governors Consultative Committee on Public Broadcasting, the President, Mr. Ouimet and Dr. Lumsden. The Vice-President, Corporate Affairs and the Vice-President, Programming are also members of this committee. These representatives were most energetic in seeking continued co-operation in the development of closer understanding between the regulatory body and the Corporation.

The most important financial discussions during the year had to do with the 1962/63 budgets. The Capital, Operating, and International Broadcasting Service budgets were considered by the Finance Committee before presentation to the Board. The budgets presented to the Board and approved later came under review by the various financial entities of the Government. The results of these reviews were in each case studied by the Finance Committee and the Board with the result that the final budget figures were reached and served as the financial basis for the operation of the Corporation throughout the 1962/63 fiscal year.

The Board during the year reviewed current and proposed operations of the Corporation. The major subjects under study not dealt with in detail elsewhere were as follows:

- (a) Tenth Anniversary of CBC television service.
- (b) Satellite transmission—Telstar (current and future).
- (c) Capital Budget 1963/64.
- (d) Operating Budget 1963/64.

- (e) International Broadcasting Service Budget 1963/64.
- (f) Budget Forecasts for 1964, 65 and 1965/66.
- (g) Salaries and Executive Remuneration.
- (h) International distribution of radio and television programs including CBC participation in Intertel.
- (i) Operation *vis-à-vis* privately-owned unaffiliated networks and stations.

football broadcasting

(a) 1962 GREY CUP—The emergence of second television network has brought to the fore certain problems of coverage of events of national importance. This was illustrated in the difficulty surrounding the Grey Cup Game last year. As a result of that controversy, the CBC adopted the following policies in an attempt to meet the problems which arose out of the situation:

- (i) That advertising messages are not in the same category of national importance and interest as the program itself
- (ii) That the proposed BBG regulation regarding the 1962 Grey Cup Game be considered as *ultravires*.
- (iii) That CBC has the fundamental right to choose its own sponsors and of accepting or rejecting advertising messages with respect to type of product, frequency of use, content, and over-all standard of quality.
- (iv) That CBC intends to broadcast the 1962 Grey Cup game as produced by the owners of the rights.
- (v) That CBC does not intend to accept advertising messages in the Grey Cup Game broadcast.
- (vi) That as a final offer CBC would agree to pre- and post-game sponsor time five "courtesy" announcements of the sponsors during the broadcast.

Negotiations on the basis of item (vi) above continued during the latter part of November and finally the "courtesy announcements" proposal was accepted (actually CBC agreed to six such announcements).

(b) **FUTURE**—The Board reviewed the future situation and came to the conclusion that as a public broadcasting Corporation, it should carry a measure of Canadian football. It is recognized that private television also has the right to broadcast football and it seemed to be in the best interests of the public to work out a sharing agreement. The Board authorized Management to proceed on the following basis:

(i) That broadcasting of Canadian professional football be on a mutual-sharing basis of the coverage.

(ii) That CBC and CTV act jointly in seeking sponsorship, with separate agreements made based on the rates and commercial acceptance standards of each network.

The finalization of this agreement is reported further in the President's Message.

The program and financial operations of the Corporation are reviewed in detail by two Board committees, Program and Finance.

The Program Committee met for one full day preceding each regular Board meeting. It had under continuous examination current programs in the areas of Children's interests, Women's interests, Drama, Farm and Fisheries, Light Entertainment, Music, News, Outside Broadcasts, Public Affairs, Religious, and School Broadcasts. Through this Committee, the Board followed closely the introduction and development of university credit courses on the French television network.

The Finance Committee reviewed the over-all financial aspects and activities of the Corporation through the monthly financial statements and special financial

reports. All budgets, Operating, Capital, and International Service, both current and forecast, are studied and its recommendations and comments added before submission to the Board for approval. The Report of the Auditor General which covered the Corporation's 1961-62 financial activities was studied in detail and it was noted with satisfaction that the report was generally favourable. As an economy and efficiency measure, the Board approved the engaging of an insurance consultant to act as the Corporation's Insurance Department. Renewal of existing leases together with the acquisition of new accommodation at CBC locations throughout the country were carefully considered prior to Board approval. As in previous years, the Finance Committee again reviewed, on a semi-annual basis, staff organization and distribution of positions throughout the Corporation.

The Board's review of existing policies resulted in their re-affirmation. New policies were introduced where the situations warranted such action. These examinations resulted in the following policy decisions:

programming

1. That discussions should be held with the External Aid Agency of the Federal Government with a view to promoting the distribution of CBC radio and television productions to under-developed countries.
2. That the revised Constitution for the National Advisory Council on School Broadcasting be approved.
3. That the Corporation may provide programs which, in the opinion of the Corporation, are of national or regional interest and originating either inside or outside of the country, to all television stations in Canada under certain conditions and limitations.

4. That the Corporation examine the desirability of using the technique of simultaneous translation of certain programs between English and French networks for both radio and television.

5. That AM network programming not be made available for broadcast on FM outlets of CBC AM affiliates.

sales

6. That certain products be added to the list of unacceptable advertising accounts.

7. That ways and means be developed to increase distribution of Canadian programs to other countries through exchange and sales. The Board in its review of sales noted with satisfaction that the expanding CBC exports during the year amounted to \$344,000.

8. That the Corporation's policy of limiting the clock-hour advertising content of Canadian sponsored programs to six minutes, forty seconds, be reaffirmed.

coverage

9. That television and radio coverage be extended, within the Corporation's financial capabilities, in accordance with a Board approved program, and that engineering investigations for additional coverage be carried out under a further Board-approved list.

10. That affiliated supplementary television stations be compensated when they are required to carry special network sponsored programs or portions of such programs.

11. That a television network program-delay centre be established at Winnipeg to make available programs at appropriate times in Northwestern Ontario and the Prairie Provinces. Due to reductions in the capital budget, this project has been postponed until funds become available.

12. That the FM network linking Montreal, Ottawa, and Toronto be curtailed because of reductions in this year's budget. However, individual FM stations will continue to operate independently, broadcasting AM programming until such time as FM network service is reinstated.

development of properties

13. (a) That a new agreement for the consolidating of facilities in Montreal be approved. The finalization of this agreement is reported further in the President's Message.

(b) That, after careful consideration of alternate schemes proposed to the Board, the sites originally chosen for the Toronto and Montreal consolidation projects were deemed to be most suitable from an economic and operating standpoint.

personnel

14. That the funds remaining to the credit of the Stabilization Fund of the employees' Group Annuity Plan be distributed to increase participants' pension benefits.

15. That the Pension Plan be extended to cover a small section of union employees who were formerly excluded.

international broadcasting service

16. That Management undertake a study of the future operations and needs of International Service as part of the national responsibility of the Corporation.

general

The Board's deliberations encompassed consideration of the effects of the Corporation's policies and also the study of possible new policies. Some of the major items which fell within these categories are given below.

With a view to the future extension of daily television hours on the air on both English and French networks, the Board

recommended that Management undertake a study to determine the desirability of introducing educational and children's programming in the forenoon periods.

The Board reviewed the assessment of the situation regarding the introduction of colour television broadcasting in Canada made by Management and agreed that the current situation did not warrant its introduction at the present time.

To ensure that all Canadians will eventually have the complete public national television service, the Board authorized application to the Board of Broadcast Governors for the reservation of channels in specific locations.

The Board reviewed an up-to-date compilation of all Board policies covering all phases of the Corporation's operations.

The Board devoted considerable time to the discussion of the present situation of all the elements involved in Canadian broadcasting—the problems that are apparent and possible solutions to these problems. This study is a continuing one as these problems are not susceptible to easy and quick solutions.

A comprehensive study initiated by the Research Department of the Corporation on Canadian attitudes to the CBC has been carried out during the past few months. Interim reports on this survey have been very revealing. The complete report will be considered by the Board early in the next fiscal year.

The Board approved the formation of a Management Committee to be responsible for the Corporation's operations should the coincident absence of the President and Vice-President make it necessary.

The Board continued to participate in the administration of the Corporation's Pension Fund. There are three members of the Board of Directors on the Pension Board of Trustees: two elected by the Board, and the President. It was noted

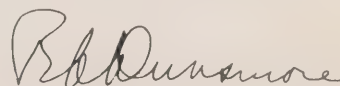
with satisfaction that progress was being made. The Board extended its deep appreciation to the Trustees and Secretary-Treasurer of the former Group Annuity Plan, Mr. G. Gingras, Col. R. P. Landry, Mr. C. R. Delafield, Trustees, and Mr. John Hart, Secretary-Treasurer.

Exploratory studies have been carried out with regard to the possibility of financing proposed CBC capital projects through leaseback arrangements.

The Board learned with pleasure that for the first time the Commonwealth Broadcasting Conference will meet in Canada in May, 1963. The last conference was held in India. The purpose of the Conference is to allow Commonwealth public broadcasting organizations to meet and discuss matters of mutual interest in the fields of engineering, program exchange, production techniques, staff training, international copyright, etc. Further details may be found in the President's Message. The Board will assist in every way to make the Conference a successful one.

The Board extended its thanks to Col. R. P. Landry, Vice-President and Assistant to the President who retired on February 28, 1963, for his valuable assistance throughout his long service and wish him well in his retirement.

The carrying out of the responsibilities of the Board would not have been possible without the continued co-operation and assistance of the officers and staff throughout its widespread activities. The Board is most appreciative of their help.



R. L. DUNSMORE, *Chairman*
Board of Directors,
Canadian Broadcasting Corporation
April 4, 1963

The CBC this year celebrated its Tenth Anniversary in television.

Telstar shone brightly, albeit briefly and intermittently, to herald the coming era of "live" international television. To many Canadians Telstar re-emphasized the appeal and potential value of "live" television at a time when recorded television programming has gained the ascendancy. Perhaps more important, it served to remind many of the great role television must play in the furtherance of international understandings and friendships.

During the year under review, CBC has increased its contact with other broadcasting organizations in the world in anticipation of increasing television exchanges between nations. Last fall the European Broadcasting Union, which includes most European broadcasting organizations, held its first North American meeting in New York City. This was most tangible evidence of developing interest in international television by our European colleagues. Following the New York meeting, also attended by CBC, representatives of EBU met with CBC people at Montreal for general discussions.

It is hoped that this was but the first step toward an exchange of programs between the CBC and members of EBU, in which CBC holds an associate membership. At year end specific proposals were under discussion as a result of the exploratory contacts. Program exchanges will be done initially by means of television recordings with the future use of satellite communications to be studied in the light of the time and economic factors involved.

A healthy exchange of programs with many countries in the world already is going on both in television and radio. Most countries, for example, have contributed teen-age radio programs to CBC's *Count-*

down series. In both radio and television, Commonwealth countries show particular interest in CBC drama, Europe in variety programs, Japan in sports, and Russia in farm and fisheries. French-language program exchanges have been most active, particularly with Belgium and Switzerland. Through the offices of EBU, CBC's French-network production of Offenbach's light opera, *la Vie parisienne*, will be shown in most European countries, while the English network production of *Stravinsky at Eighty* is also being made available to EBU members.

intertel

The Corporation's continuing interest in international television is also expressed through active participation in Intertel. Broadcasters of four nations comprise the Intertel partnership: Associated Rediffusion, England; ABC, Australia; the National Educational Television and Radio Centre and Westinghouse Broadcasting Company, both of the United States, and CBC, Canada.

On April 15, CBC was scheduled to deliver its third contribution to this series, completing the original agreement under which 12 high-quality documentaries were made and distributed by the participating groups. Intertel members have agreed to make a further series of 12 programs.

external aid

Activities in the field of External Aid involving co-operation in training, instruction, and secondment date back for many years in the Corporation. During the past year or so, however, this activity has increased markedly. The main reason for this seems to be the determination by the developing countries of Asia and Africa to bring to fruition their plans for broad-

cast communication services.

The CBC's policy in co-operating with these countries has been to work through the government's office of External Aid. This policy, of course, has not precluded the direct exchange of programs or of official business or visits. It has, however, served in an excellent manner to regularize the handling of requests for aid which involve the secondment of Corporation personnel to developing countries, and also the provision within the Corporation's facilities for training of prospective television broadcasting staff from these countries in Canada.

The Corporation has had an active role in assisting in development of a television service in Ghana.

Two senior employees are in the second year of a two-year secondment to that country, working towards the development and training of staff for the opening of the Ghanaian Television Service in 1964. Twenty-six Ghanaians are being given a preliminary training course by these two CBC specialists in Ghana, prior to coming to Canada to further training within the CBC.

One of the Corporation's senior program officers will act as advisor to the Director of TV for a Malayan television service for the next two years. Earlier, accompanied by a CBC engineering advisor, he spent two months in Kuala Lumpur to assess the Malayan Government's requirement and recommend an appropriate course of action. The Corporation is considering the possibility of lending three other specialists to Malaya for a year or more to assist in the development of staff and the preparation of plant and facilities for the commencement of broadcasting. A number of Malaysians will be trained in Canada by the CBC.

By the end of the year the Corporation was considering requests for aid from Cambodia, Morocco, Jamaica, and Vietnam.

Other, less formal, contacts have been made as well and assistance in one form or another has been provided the West Indies Federation, British Guiana, Israel, Trinidad and Tobago, Nigeria, Formosa, and Japan.

commonwealth conference

In another area of international broadcasting Canada has been honored through selection for the first time as the host country for the fifth Commonwealth Broadcasting Conference. This was scheduled between May 27 and June 15, 1963. As of March 31st, 14 Commonwealth countries had advised CBC they would be in attendance. The Conference is held every four years for the exchange and discussion of program and technical matters between the publicly owned broadcasting systems of the Commonwealth.

coverage

The Corporation worked on more than 200 individual capital projects, nearly all of them designed to improve and extend coverage and facilities.

television

During the year, as a direct result of new stations being placed in operation and improvement to existing stations, CBC television became available to an additional 247,000 Canadians. The national television service is now available to about 92 per cent of the Canadian population.

Making service available to the remaining Canadians is becoming increasingly

difficult and expensive. Many of them live in relatively isolated communities hundreds and, in the case of those in certain Northern communities, thousands of miles from the main east-west lines of communication.

The CBC has continued to push television into some northern areas where costs are not prohibitive. During the year work was completed on new outlets at Grande Prairie and Peace River, Alta., on a new kinescope-programmed station at Flin Flon, Man., and a rebroadcasting station at The Pas, Man. New rebroadcasting stations were completed at Dryden and Sioux Lookout, Ont., and at Courtenay, B.C. New rebroadcasting stations of the French TV network were completed at Sudbury, Ont. and Timiskaming, Que.

In August, 1962, a new network relay station commenced operation at Cranbrook, B.C.

In all, one kinescope-programmed station, two new TV network relay stations, and seven TV rebroadcasting stations were completed.

The Corporation received authority to proceed with three new rebroadcasting stations, at Sheet Harbor, N.S., Fort Frances, Ont., and Kapuskasing, Ont. (French), and a new French-language network relay station at Timmins, Ont.

Authority was received to proceed with a new TV station and studios at Quebec City.

Meanwhile, the Corporation applied to the BBG to fill the pressing need for a television station in its Newfoundland Region, at the ancient capital of St. John's.

As the year ended, CBC applied for new rebroadcasting stations at Atikokan, Ont., and Castlegar, B.C.

Notable among the 89 projects still in progress at year's end—many of them de-

layed by a reduction in the Corporation's capital budget—were the new Head Office building at Ottawa, consolidation of facilities at Toronto and Montreal, the relocation, with an increase in power, of the CBLT transmitter and tower at Toronto, and the new TV network relay centre at Winnipeg.

Arrangements for the acquisition of land for the Montreal consolidation project have involved considerable negotiation with the federal government and the City of Montreal over a period of some years. These were completed with the relevant documents made ready for signing April 5, leaving the way open finally for a start on this work.

radio

A milestone in the long history of CBC radio was reached on October 1, 1962, with the inauguration of the new CBC Radio Network, consolidating the English-language Trans-Canada and Dominion networks. To a large extent the programs of the new network are carried today by microwave facilities, thus providing a quality and reliability not previously attained in radio network operations.

During the year the English radio network was extended to new Low Power Relay Transmitters at Noranda, Que., Andover and St. Stephen, N.B., and Nakusp, B.C., and to the station at Uranium City, Sask., which now operates as an LPRT. The transmitters at Noranda, Andover, and St. Stephen were completed, and work continued on CBC's 100th LPRT—the English-language transmitter at Hearst, Ont.

The French radio network was extended to service new French-language LPRTs which were completed at Hearst and at

Wedgeport, N.S., and to three additional privately owned affiliated stations, at Three Rivers, Roberval, and LaTuque, Que.

Work was completed on power increases for CBC stations at Halifax and Sydney, N.S., and Grand Falls, Nfld.

Work continued on projects designed to improve reception of CBC radio in Alberta and to increase the power of the CBC station in Corner Brook, Nfld.

The BBG recommended for approval CBC applications for new LPRTs at Red Lake and Manitouwadge, Ont., Clinton, B.C., and St. Fabien de Panet, Que. (French).

As the year ended the CBC had just applied to the BBG for new LPRTs at Stephenville, Nfld., Fort St. John, Fort St. James, and Salmo, B.C. Also before the BBG were a number of CBC applications for power increases for LPRTs.

fm

Due to budget restrictions, the experimental FM network between Toronto, Ottawa, and Montreal was closed on October 31, 1962. However, the experience gained during its 30 months of operation was of great benefit to both the Corporation and the network supplier. The three FM stations affected will continue to operate as individual units until finances permit resumption of network services.

emergency broadcasting

To meet responsibilities assigned to it through the Emergency Measures Organization, the Corporation developed an emergency broadcasting plan and put it into a 24-hour operational state of readiness for four months of the year under review. This made it possible for every

radio and television station in Canada to be connected within five minutes to emergency radio networks in order to broadcast warnings and survival instructions to the public in the event of a national emergency. Engineering plans were also developed for the provision of emergency power and fallout protection for operating staff at key transmitter points.

attitude survey

This year, in an effort to determine the attitude of Canadians to national broadcasting, CBC commissioned an outside firm to do a major coast-to-coast survey based on personal interviews with a scientifically selected sample cross-section of the population.

By and large, the attitudes of Canadians towards CBC were shown as most gratifying to the Corporation. For example, some 90 per cent of all Canadians listed as "important" or "very important" the CBC functions of entertaining the public; encouraging Canadian talent; letting people know what is happening in the world today; contributing to the education of the public; helping Canadians in all parts of the country to understand and learn about each other, and helping French- and English-speaking Canadians to understand each other.

The survey showed a widespread acknowledgement that in each of these aims, CBC was doing a good job. While most encouraging, it also showed some areas where study and attention by the Corporation is indicated.

It is expected that this detailed study, which was in process of being published as the year ended, will be most valuable in operational planning and will be of interest to a number of groups and indi-

viduals concerned with broadcasting in Canada.

finance

The CBC is owned by the people of Canada. They finance it through Parliament and through commercial advertising.

Commercial revenue is an important element in the financing of the national broadcasting service, representing some 30% of its total income. Last year, the Corporation reported that the advent of the second stations and the second network in television had been accompanied by a significant drop in commercial returns. This year the Corporation continued—within specific self-imposed limits—its policy of vigorous sales activity and there is every indication that the trend of decreasing revenues has been materially arrested.

At the same time, it should be pointed out that CBC revenues from commercial activity cannot be expected to grow significantly beyond present levels. Virtually everything available for sale in prime time is being sold, and there are no large untapped sources of advertising revenue available to television. CBC continues to follow a policy whereby certain programs are not available for sponsorship. These include news, talks and public affairs, farm and fisheries broadcasts, school broadcasts, religious and institutional broadcasts, and certain others. CBC also deliberately restricts the quantity of commercial messages.

The commercials themselves, while subject to the Proprietary and Patent Medicine Act, the Food and Drug Act, and the BBG Regulations, are also subject to fairly demanding CBC commercial acceptance standards, on questions of good taste. Accounts unacceptable to the CBC include laxatives and cathartics, sleeping

tablets, hair-growing products, personal hygiene products, corn removers, depilatories, denture cleaners, and many others which are considered acceptable by other broadcasters. Rejected for broadcast is any material which, in the opinion of the Corporation, would preclude its being freely introduced into a mixed company as the subjects of ordinary family conversation.

There is also the basic policy that the Corporation's efforts to increase commercial revenues must at no time be allowed to influence its program decisions. Public service must at all times remain its sole primary objective.

Midway through the year the CBC was required, along with other federal public agencies, to reduce its planned expenditures. In the CBC's case the cutback was \$5,000,000 (\$4,000,000 from capital; \$1,000,000 from operations) to be effected over a six-month period.

Financed as it is from year to year, the Corporation had no money reserve with which to absorb the impact of such a budgetary reduction. In this regard the Corporation continues to believe that there is considerable merit in some method of long-term financing in preference to the present system which combines annual grants and the return to the treasury of any achieved surplus. A long-term financing arrangement would make it possible for the CBC to soften the immediate effects due to budget cutbacks, such as that necessitated by the nation's economy in this fiscal year, or due to any unexpected variations in commercial revenue.

Because no such cushion exists at present, an immediate effect of the reduction in funds was the postponement or slow-down of a number of capital projects designed to extend and improve the national service.

On the operations side, the three-city (Montreal, Toronto, and Ottawa) FM radio network, which was on the point of developing from an experiment into a more permanent part of the service, had to be suspended. Work on the Emergency Broadcasting Plan—a CBC function under the Emergency Measures Organization—was suspended for the last half of the fiscal year. It was necessary to implement a slowdown in replacement of staff. The Corporation had, as well, to consider the possibility of the cutback continuing at the same rate (\$10,000,000 if extended over a 12-month period) into 1963-64. The short-term result of the economy program was that the Corporation was able to effect the requested \$5,000,000 reduction. At the same time, with an eye to the future, the Corporation reduced expenditure even further by underexpending the remaining portion of its budget by \$1,549,000 or two per cent.

This additional saving was made while the CBC continued to provide as many Canadians as possible with varied and comprehensive broadcasting service in television and in radio, in English and in French.

Over the past four years, CBC has operated at less than the Parliamentary vote by \$1,936,000 in capital expenditures and \$5,552,000 in operating expenditures, for a total of \$7,488,000. The amounts received in excess of actual expenditures are returned to the Receiver General of Canada.

the broadcasting system

As everyone associated with the industry is becoming aware, Canada's broadcasting system, already complex, is growing still more complicated. During the last few

years these complexities have increased with the establishment of two government-appointed Boards charged with serving the public interest in broadcasting matters (where one Board existed before) and with the setting-up of an entirely separate, wholly commercial, television network.

Of the various problems confronted this year, none was more time-consuming than the football controversy surrounding the broadcast of the 1962 Grey Cup Game. In fact, this was an entirely foreseeable situation arising from the fact that the commercial network had sole control of the rights to broadcast the game, but not the facilities to give it full distribution, while the national service had the facilities but could not obtain the rights. The problem was ultimately solved, with the co-operation of the advertisers concerned. More important was the fact that CBC together with CTV, the private network, worked out an agreement for "sharing" rights on all Canadian professional football—including the Grey Cup—on an equitable basis satisfactory to both parties—for a five-year period. After weeks of negotiations, preliminary agreement was reached last November and a formal contract was signed in March, 1963, to extend to January, 1968.

Another significant achievement already mentioned above was the launching on October 1st, 1962, of the new CBC Radio Network—a consolidation of the old Trans-Canada and Dominion networks. This was the culmination of more than a year of CBC negotiations with the 54 privately owned affiliates involved.

Difficulties evolved from the further licensing of new television stations in areas where immediate interests of established private stations tended to conflict with long-range plans of the CBC national service.

As a solution to this, the BBG suggested that some system might be worked out for reserving certain channels for future CBC use, and as the year ended CBC was working with the regulatory body towards such long-range plans.

In yet another field, the entire industry, including the manufacturers, was working on plans for the eventual introduction and development of color television in Canada. These efforts had yet to be co-ordinated.

need for a major study

Notwithstanding very real achievements, CBC believes that the need for a major study of broadcasting in Canada—expressed in the Corporation's annual report a year ago—has not diminished. Apart from the complexities mentioned above, the need for a major study has been intensified by two new developments which have not as yet received adequate public consideration but which could have profound effect on broadcasting in Canada as we know it today. The developments are in the field of wired television systems and the use of television rebroadcasting stations, and are dealt with in more detail below.

The Corporation has not been alone in its belief that a major broadcasting study is needed. A number of others have expressed this view, although there have been differing suggestions as to the form this study might take. That, of course, is a matter for the Government of the day to determine.

It is the Corporation's view that CBC's mandate from Parliament, developed and established over more than 26 years of broadcasting, remains clear. This primary role, as enunciated in last year's annual report, continues to be "broadcaster, pro-

ducer, and distributor of the national program services in English and in French, in radio and in television, domestically and internationally". CBC's responsibilities are to Parliament and, in the CBC's understanding, are clear and unequivocal. The role and responsibilities of other components of the broadcasting system, which are having a profound influence in this country, are not. Indeed, the course of the various privately owned elements in the system is virtually uncharted. Apart from producing difficulties and complications, this could lead to results neither envisaged nor intended by Parliament.

The desirability of clarifying and simplifying the broadcasting system has been borne in upon all those connected with it. This in itself points to a major study aimed at establishing some outline for future developments. The Corporation has offered its own suggestion, put forward in the annual report a year ago and elaborated upon on several occasions during the year. Simply, it envisages gradually working toward full distribution to all Canadians of CBC's national service through CBC's own facilities. At present in television, the CBC's national, regional, and local services go in full to between 55 and 60 per cent of the population through CBC-owned stations. The remaining 32 to 37 per cent of the population receiving television at present, is served by the 47 privately owned affiliates which carry about 80 per cent of the national network service only.

The change in distribution, it must be emphasized, could come about only gradually, possibly becoming complete only after some decades. Existing affiliates would be protected until their communities were economically able to sustain a service of their own in company with the CBC service.

With such a system as the eventual goal, CBC could bring its full national, regional, and local services to all Canadians. Meanwhile, the private elements in the system would be free to develop and provide alternative viewing and listening services.

This concept found considerable favor in various quarters and met with some reservations in others. Other quite different suggestions have been put forward by other bodies. It is the CBC view that all suggestions should be the subject of a thorough, responsible investigation.

wired systems

In its simplest form, Community Antenna Television picks up the television signal of one or more stations from the air and distributes it by means of cable to subscribers who pay a fee for the service. A great many such systems have been established in Canada and in most cases they have served well in bringing television to small, relatively remote communities not served directly by a television station.

These CATV systems require only the approval of the Department of Transport, which stipulates that if a Canadian station is available in the area, it must be carried, and the payment of a nominal (\$25.00) receiver licence fee. Until recently, this presented no problems and the CATV systems appeared to fill a need which could not be met in any other way.

However, CATV can also be used in more populated centres, to bring in more channels and thus, in effect, become the equivalent of one or more additional television stations.

In both cases, CATV picks up the programs produced by licensed television stations from the air, free of charge, and sells the material to subscribers.

The implications of CATV in areas already served by a television station began to emerge during the last year. Such a system may pick up and distribute the programs of a number of stations simultaneously over its closed-circuit lines. It may even provide special shows of its own on tape or film; it may bring in special-occasion service (such as sports) by wire or microwave; and it may produce its own studio shows, including commercials. There are already some 320 licensed CATV installations in Canada. In the Montreal area alone there are more than 50,000 homes subscribing to wired TV service in one form or other. It is clear that further extension of such activities could have the most far-reaching effects on Canadian broadcasting, although so far CATV has not taken a significant proportion of audiences from existing stations.

Requiring only a Transport Department license to become established the CATV systems can operate with relatively low outlay and overhead. They can provide a wide choice of program fare, including some programs not available through normal reception. In effect, they become a broadcasting operation with unique advantages. It is possible for them to take away audience and advertisers from existing Canadian stations and to use programs of the existing stations without charge or permission. Yet they are not subject to the Broadcasting Act, or to the responsibilities which the national system imposes on all other broadcasters in respect to Canadian content, commercial content, or Canadian ownership.

It seems possible, if not probable, that in some cases they could divert sufficient audience and revenue from a community to make a second television station, with free alternative service to all, economically

impossible.

They are capable of seriously impairing the operation of our existing stations.

The public interest could be drastically affected in other ways, if CATV systems linked up into "networks" for special events and outbid broadcasters for events of national interest and importance.

The Corporation has followed with interest pay-TV developments in the United States and the United Kingdom, and in particular the findings of the Broadcasting Committee in Britain headed by Sir Harry Pilkington, who termed pay-TV "the most superficially attractive and the most fundamentally undesirable" of all the proposals put to his committee. CBC urges an early and complete study of all the implications of this development in Canada.

The fact that such unregulated activities would work against the interests of broadcasters does not necessarily mean that they would work against the public interest. At this time the CBC is neither for nor against wired TV systems. But the Corporation feels it should point out that, in the extreme view, such operations could completely alter broadcasting in Canada as we know it.

rebroadcasting stations

Another technical development in television broadcasting is the rebroadcasting station—originally termed a "satellite"—which picks up by air or microwave the signal of a "mother" station and retransmits it. The 61 stations of the English and French national television service networks are supplemented by 72 rebroadcasting stations, 10 CBC and 62 private.

These rebroadcasting stations originally filled a need, in common with CATV, in bringing service to remote communities

which otherwise would have had no service at all. There are now indications that some broadcasters are seeking to use such rebroadcasting stations for an entirely different purpose. There is also the danger that in some areas extension of rebroadcasting stations could have the effect of blocking future establishment of full-fledged stations.

It is also possible that a single station could be given so many rebroadcasting stations as to give that station a virtual provincial or regional network.

Such developments in CATV and in rebroadcasting stations point in directions which do not appear to have been the intent of the Broadcasting Act. The trend seems definitely toward a system not envisaged in the Act, and a full public study seems called for, with all interested parties given an opportunity to express their views.

These, then, are cogent reasons for a new study of broadcasting matters. In its report last year, CBC suggested that a major study should be carried out periodically to resolve any expressed or unexpressed doubts which inevitably develop as previous findings fade with time.

Such studies also can take account of trends of various kinds, including technological developments, which have been rapid. Previous studies have concentrated primarily on the philosophy of broadcasting; some of the technological trends show indications that they in themselves may affect that philosophy. Much has transpired since the issuance of the report of the last Royal Commission on Broadcasting six years ago.

full television development

With 92 per cent of Canadians served by television, and with the coverage gaps

narrowing, the Corporation is turning its attention more and more to improving the existing service in line with CBC's basic purposes. These include maintaining a *complete* service, with a wide range of fare for all tastes; bringing Canadians in widely separated parts of the country closer together, and serving the various geographical regions equitably.

It is clear that these are important CBC functions, and equally clear that they cannot be met by the purely commercial network. By economic necessity, it must restrict itself primarily to commercial programs attracting wide audiences; limit its production to relatively low-budget programs, and confine its distribution largely to the major areas.

CBC must concentrate increasingly on building up regional services in television for two reasons: apart from improving regional utilization of the medium and serving Canadians more equitably, this process is necessary to strengthen the fabric of the national service as a whole. This has prompted CBC application for its own establishments in such places as Edmonton, Quebec City, and St. John's, Nfld., and others as resources permit.

The purpose is to broaden the picture of Canada reflected to Canadians; to give the different parts of the country more opportunities for representation on the national networks; to link the widely scattered parts of the country together; to help each part to understand and appreciate the others' nature, character, problems, and achievements, and to promote a closer and warmer understanding.

Since the birth of Canada as a nation almost one hundred years ago, nothing has been more important in the development and future of this country than these aims and aspirations. Nothing has done

more to achieve these national purposes than has national broadcasting, in the last quarter-century.

National radio, in the fifteen years before television, made a tremendous contribution. In the fields of news, news commentary, drama, music, farm and fisheries broadcasts, public affairs programs, such as Citizens' Forum, school broadcasts—as well as Canadian-produced entertainment—CBC radio emerged as the most important unifying force in the country. It became a national institution, with established standards which have since been a model for many other nations of the world. There is a danger that this achievement, long since familiar to a whole new generation of Canadians, be taken for granted.

It was upon the base of this tradition that the much more powerful and compelling medium of television broadcasting was launched in 1952. In eleven years, national television has accomplished a great deal—much more than many would have thought possible. Yet national television has labored under some handicaps which radio did not know.

One of these was the interim policy by which the stations of the national service were limited by the "single station" policy to only six cities across Canada. This policy was useful for a time, but it was never intended as a permanent course for Canadian broadcasting, and several years ago the BBG made formal recognition that the single station policy had outlived its usefulness.

From CBC's point of view, this policy left the national service with a number of serious gaps. In the new and extremely important medium of television CBC was left without effective day-to-day working contact with several very large and im-

portant segments of the nation. It is these gaps the Corporation is now attempting to fill.

A truly national service in broadcasting must draw its strength from all parts of the nation. It is nourished by being a part of the lives of people in all walks of life, of varying backgrounds and tastes, in each of the provinces. It needs healthy and well-established roots in all the important centres.

In radio, CBC has long had these roots. It has been a very active part of the various communities from which it operates. In eleven years of television, we have fallen dangerously behind in some areas.

The establishment of these roots begins with the building up of staff experts in various fields, working, planning and producing together with the artists, writers, musicians, community leaders, and groups of the area. The staff must be a part of that community—a part of its problems, its institutions, its plans, its hopes, its aspirations, and its day-to-day life. It must develop through imagination, creativity, hard work, and experience.

Such establishments are capable of tremendous contributions to the nation. They cannot be produced overnight. They are a stage upon which additional local talent of all kinds can gain experience and training, first on the local level, and later at regional and on to national levels. It is a long and involved process which should be pursued confidently if the national potential of the television medium is to be fulfilled.



J. A. OUIMET, President
Canadian Broadcasting Corporation
April 4, 1963

the financial position

The Balance Sheet of the Canadian Broadcasting Corporation as at March 31, 1963, accompanied by the Statement of Operations and the Statement of Proprietor's Equity Account for the year ended March 31, 1963, appears on the following pages. In accordance with Section 34 of the Broadcasting Act (1958), the books and accounts of the Corporation have been audited by the Auditor General of Canada, whose report as required under Section 87 of the Financial Administration Act accompanies the accounts.

parliamentary grants

The revised estimates of \$73,994,000 for the net operating requirements of the radio and television services and \$6,600,000 for the capital requirements for the year ended March 31, 1963 were submitted in accordance with the Broadcasting Act and tabled in Parliament. Funds were provided to the Corporation for the first 10 months by Parliamentary Appropriation and for the last two months by Governor General special warrants. The Corporation received \$73,244,000 for net operating requirements based on estimates against an actual requirement of \$72,654,738 thus leaving an amount refundable as shown by the Balance Sheet of \$589,262. For capital requirements the Corporation received \$6,600,000 against an actual expenditure of \$6,390,418 leaving \$209,582 to be refunded. The amounts received by the Corporation in excess of actual requirements are paid to the Receiver General of Canada upon completion of the final audited accounts.

investments

The investment in Government of Canada bonds is shown on the Balance Sheet at cost as in previous years. The market value as at March 31, 1963 amounts to \$1,380,000.

inventories

Total inventories amounting to \$7,112,291 show an increase over the previous year of 8% with a large part of this being due to the increase in the inventory of programs stored on videotape in advance of broadcast. This is a continuation of the trend to the broadcasting of programs on videotape in line with the improvement in the art and the improvement thereby obtained in the program content, in the utilization of facilities and the scheduling of personnel.

capital assets

Capital assets of the Corporation are recorded at cost to a total of \$61,850,364. The cost of assets acquired during the year totalled \$6,390,418. Of this amount \$2,206,773 represents the amount required for improvements to coverage and extension of the broadcasting service and \$4,183,645 the cost of improvements to and replacements for existing plant. The total expenditures are reduced by \$430,837 being the cost of assets retired and of improvements to leased properties written off during the year, resulting in a net increase of \$5,959,581.

statement of operations

The statement of operations shows an increase in total expenditures of 0.7% over the previous year to an amount of \$108,365,882 for 1962/3. This increase compares to increases of 6.6% in 1962 over 1961, 7.4% in 1961 over 1960 and 7.7% in 1960 over 1959. The first estimates of the net operating amount required to discharge the responsibilities of the national broadcasting service were \$74,994,000 and were subsequently reduced by \$1,000,000 as a result of the economy program, to \$73,994,000. This amount was underexpended by \$1,339,262 representing a budgetary surplus amounting to 1.2% of the estimated total expenditures.

Advertising revenues at \$30,846,627 showed a reduction of \$2,063,491 from 1961/2. This reduction of 6.3% compares with the reduction of 12.5% last year and accounted for 86% of the \$2,402,465 increase in net operating requirement of \$72,654,738 over the \$70,252,273 in the previous year.

proprietor's equity account

The Proprietor's Equity Account is the investment of the Government of Canada in the Corporation. At March 31, 1963 this investment amounted to \$42,797,724 being the depreciated value of the capital assets of \$33,797,724 together with the working capital of the Corporation of \$9,000,000.

international service

The Corporation operates the International Service on behalf of the Government of Canada and all maintenance and operational costs are borne by the Government. In accordance with the provisions of Order-in-Council P.C. 156/8855 dated November 17, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property together with a like sum as a liability to the Government of Canada.

Gross expenditures of the International Service during the year totalling \$2,170,876 show an increase of \$49,558 or 2.3% from the previous year's gross expenditures of \$2,121,318. From this is deducted revenue of \$434,768 being rental paid by the Corporation to the International Service covering its occupancy of the Radio-Canada Building in Montreal and for shortwave transmitter facilities for the Northern Radio Service to arrive at a net cost of \$1,736,108 resulting in an increase of \$30,509 or 1.8% over the previous year's net operating expenditures which amounted to \$1,705,599.

Statement of Operations

for the year ended March 31, 1963

expense	Programs without advertising	Programs with advertising	1963	1962
Cost of production and distribution:				
Cost of programs	\$52,493,145	\$17,512,353	\$ 70,005,498	\$ 68,361,465
Network distribution	7,966,181	2,179,787	10,145,968	10,061,504
Station transmission	3,126,941	902,599	4,029,540	3,893,144
Payment to private stations	—	4,334,789	4,334,789	4,851,069
Commissions to agencies and networks	—	3,872,204	3,872,204	4,620,207
	<u>63,586,267</u>	<u>28,801,732</u>	<u>92,387,999</u>	<u>91,787,391</u>
Emergency broadcasting			282,540	13,184
Operational supervision and services:				
Program		2,984,504		3,276,299
Administrative		3,429,174		3,459,086
General		<u>2,012,914</u>		<u>2,108,893</u>
			8,426,592	8,842,844
Total cost of production and distribution			<u>101,097,131</u>	<u>100,643,511</u>
Selling and general administration:				
Selling expense		1,646,990		1,540,736
Engineering and development		1,080,411		943,124
Management and central services		<u>4,541,350</u>		<u>4,483,775</u>
			7,268,751	6,967,639
Total expense for the year (Note 4)			<u>108,365,882</u>	<u>107,611,154</u>
income				
Advertising revenue (gross)		30,846,627		32,910,118
Interest on investments		253,898		185,291
Miscellaneous		<u>302,067</u>		<u>224,431</u>
			31,402,592	33,319,840
parliamentary grant				
In respect of the net operating amount required to discharge the responsibilities of the national broadcasting service: (Note 2)			<u>72,654,738</u>	<u>70,252,273</u>
			104,057,330	103,572,113
Depreciation included in total expense for the year			<u>4,308,552</u>	<u>4,039,041</u>
			<u>108,365,882</u>	<u>107,611,154</u>

The accompanying notes are an integral part of the financial statements.

assets

Current assets:

Cash.....		\$ 3,617,059	\$ 3,422,119
Accounts receivable.....		3,664,761	3,962,152
Due from Government of Canada in respect of expenditures incurred on behalf of the International Broadcasting Service.....		427,738	199,926
Investment in Government of Canada bonds at cost (market value \$1,380,000).....		1,445,000	1,445,000
Engineering and production supplies, at cost.....		1,645,955	1,569,345
Programs completed and in process of production.....		3,588,990	3,341,001
Film and script rights.....		1,877,346	1,656,324
Prepaid rent, insurance and other items.....		150,470	137,632
Total Current assets.....		16,417,319	15,733,499
International Broadcasting Service facilities, at cost (contra).....		6,279,857	6,273,628
Capital assets, at cost: (Note 1)			
Land and buildings.....	\$24,659,699		22,255,815
Technical equipment.....	32,931,218		29,726,407
Furnishings and equipment.....	3,557,738		3,316,918
Other.....	701,709		591,643
	61,850,364		55,890,783
Less: Accumulated depreciation.....	28,052,640		23,864,479
		33,797,724	32,026,304
		56,494,900	54,033,431

Certified correct:

V. F. DAVIES, Comptroller

Approved on behalf of the Corporation: J. A. OUMET, President

R. L. DUNSMORE, Director

C. B. LUMSDEN, Director

Balance Sheet

as at March 31, 1963

liabilities

Current liabilities:

Accounts payable and accrued liabilities.....

\$ 6,618,475

\$ 6,142,004

Due to Government of Canada: (Notes 2 & 3)

Unexpended balance of grant received in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service.....

\$ 589,262

165,727

Unexpended balance of grant received for the capital requirements of the national broadcasting service.....

209,582

798,844

425,768

591,495

Total Current liabilities.....

7,417,319

6,733,499

International Broadcasting Service facilities, provided by the Government of Canada (contra).....

6,279,857

6,273,628

Proprietor's Equity Account, per statement attached.....

42,797,724

41,026,304

56,494,900

54,033,431

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of June 3, 1963 to The Secretary of State.

A. M. HENDERSON, Auditor General of Canada.

Statement of Proprietor's Equity Account

for the year ended March 31, 1963

Balance at April 1, 1962.....		\$41,026,304
Parliamentary grant for the capital requirements of the national broadcasting service for the year ended March 31, 1963: (Note 3).....		6,390,418
		47,416,722
Deduct:		
Depreciation included in total expense for the year per statement of operations.....	\$ 4,308,552	
Write-off of improvements to properties held under lease.....	261,463	
Net loss on retirement of capital assets.....	48,983	
		4,618,998
Balance at March 31, 1963.....		42,797,724

The accompanying notes are an integral part of the financial statements.

Notes to Financial Statements

1 Capital assets in the amount of \$61,850,364 include the sum of \$3,802,000 expended during the last four years in connection with the planned consolidation of facilities in Toronto, Montreal and Ottawa. Present estimates of the cost of current plans indicate the cost of consolidation of facilities at these locations to be \$83,058,000, of which, subject to the provision by Parliament of annual appropriations for the purpose, approximately \$1,597,000 will be expended during the year ending March 31, 1964 and \$77,592,000 during the four years ending March 31, 1968.

2 (a) The Revised Estimates for the fiscal year ended March 31, 1963 tabled during the first session of the twenty-fifth Parliament provided

for a grant of \$73,994,000 in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service. Since the net operating amount actually required was \$72,654,738, an amount of \$1,339,262 remaining available was not expended.

(b) The sum of \$73,244,000 was received, \$61,661,000 under authority of Parliamentary appropriations and \$11,583,000 under authority of Governor General special warrants. Since the net operating amount actually required totalled \$72,654,738, an unexpended balance of \$589,262 was refundable to the Government of Canada at March 31, 1963. The Corporation remitted this sum to the Receiver General on May 31, 1963.

3 The revised estimates also provided for a grant of \$6,600,000 for the capital requirements of the national broadcasting service; \$6,050,000 was received under the authority of Parliamentary appropriations and \$550,000 under authority of a Governor General special warrant. Since the capital requirements actually were \$6,390,418, an unexpended balance of \$209,582 was refundable to the Government of Canada at the year-end. The Corporation remitted this sum to the Receiver General on May 31, 1963.

4 Included in the total expense for the year ended March 31, 1963 are \$195,600 for executive officers' remuneration, \$28,400 for directors' honoraria and \$16,187 for legal expenses.

Auditor General of Canada

Ottawa, June 3, 1963

The Honourable J. W. Pickersgill
Secretary of State
OTTAWA

Sir,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1963. In compliance with the requirements of Section 87 of the Financial Administration Act, I report that, in my opinion:

- (a) Proper books of account have been kept by the Corporation;
- (b) The financial statements of the Corporation
 - (i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - (ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - (iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and
- (c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



Auditor General of Canada

Statement of International Service Expenditures

Recoverable out of Parliamentary Appropriations. For the year ended March 31, 1963.

expenditures	1963	1962
Salaries and wages	\$ 935,015	\$ 895,430
Performers' fees and other production costs	91,910	86,051
News services	36,352	37,102
Professional and special services	37	30
Travelling and removal expenses	19,076	21,655
Freight, express and cartage	28,293	22,358
Postage	13,771	13,385
Telegrams, telephones, and other communication services	14,747	13,780
Printing of publications	18,782	10,173
Advertising and publicity	6,207	8,108
Office stationery, supplies and equipment	36,449	42,839
Fuel	943	957
Records, transcriptions and films	103,211	107,506
Maintenance—buildings	7,483	12,001
Maintenance—general	120,321	117,134
Rental of accommodation	1,805	1,422
Repairs and upkeep of equipment	27,075	14,983
Transmission lines	74,616	99,917
Light and power	57,527	48,208
Grants in lieu of taxes	54,224	51,455
Superannuation and unemployment insurance	62,038	54,307
Sundries	2,338	1,614
Assessment from service departments	348,646	349,337
Buildings and works	455	—
Technical equipment	6,180	10,550
Supervision charges	103,375	101,016
	<u>2,170,876</u>	<u>2,121,318</u>
Less: Revenue	434,768	415,719
Net expenditures	<u>1,736,108</u>	<u>1,705,599</u>



The Corporation has built up its program philosophy over the years. It is not a static philosophy; it grows and changes with the times; it adapts itself to social and economic change, and it carries within itself a recognition of the evolutions in taste and outlook and interest which take place in Canada.

Certain fundamental beliefs, however, do not change.

1. The audiences served by the CBC are made up of individuals. The citizen of a free society is a complex of interests, tastes, and a capacity for enjoyment. He cannot be classified for the convenience of program planners and producers and sponsors as high-brow or middle-brow, jazz buff, long-hair, or sports fan. The same person may have within him the capacity to enjoy symphonic music, rock 'n roll, farce, football, political discussion, and religious experience.

2. Assuming each man to be a man of many interests, CBC programs must be concerned with his many needs and aspirations, with entertainment, relaxation; the imparting of impartial news and information; the vitality of the nation's democratic institutions and values—free speech, the rule of law, respect for the individual, freedom of worship, freedom of inquiry; the health of the nation, the efficiency of its economy and its good name abroad; politics and public life; sport; the education of youth; and the creative arts which are the life blood of programs.

3. The Corporation chooses to serve all significant tastes in turn. Its programs do not aim at a common denominator of taste or popular acceptance all of the time, for this would degrade the listener and viewer to a type incompatible with the needs of citizenship in a democratic society.

Tastes differ and tastes change. Schedules, therefore, contain a wide range of programs so that each significant need is

served by them. At best, the schedule should encourage Canadians to enlarge and diversify their interests through an exposure to varied and original program fare. If the Corporation errs in estimating degrees of interest, it prefers to err on the side of expecting a lively and speculative audience; the National Service does not wish to encourage passive or uncritical viewing and listening. A varied and comprehensive program service is the only guarantee of meaningful choice; without choice the "shared experience" of Canadian broadcasting would be impoverished and thin.

The Corporation also recognizes and values the kinds of programs which command the attention of numerically large audiences. These must be provided in good quantity.

Such a general philosophy of programming is neither comfortable nor easy to implement. The Corporation consciously rejects the temptation to program for a common denominator of taste all of the time; it, therefore, expects to disappoint all of its viewers and listeners some of the time. No new philosophy of programming could avoid this hazard unless the decision were made to exclude some of the significant interests from schedules to concentrate on serving an anticipated majority of taste around the clock across the year.

The CBC's intent is to mount a varied and comprehensive program service worthy of serious attention, worthy of honest criticism and evaluation, worthy of Canada's artistic and creative capacity.

television after ten years

The fiscal year under review saw Canadian television reach its tenth anniversary. Probably no other communications feat has achieved the same effect upon the people of Canada in so short a span. Television

has reached into people's lives in a manner in which radio never could.

Radio in Canada, however, still has traditional role to play in creating a national consciousness, a national system of communication from coast to coast deep into the Arctic. Without radio Canadian life would be poorer, for radio accommodates in its longer and more flexible schedules a fuller, a more varied expression of Canadian interests: intellectual and creative activity. It originates programs of quality from any point in Canada inexpensively and easily.

The obvious difference between radio and television is "the picture" and people have made the mistake of describing television as radio with pictures. Radio as television without pictures can be more inaccurate.

Television differs from radio in the force of its impact, although one forgets the magnetic pull of radio in the days. For some types of program, radio allows division of attention with house work or driving or sunning at the beach. It follows one everywhere and patiently supplies what it can amid distractions.

Television engages the full attention. Its appeal is both sight and sound. Unlike radio, television is not always precise and explicit in its appeal; it is impressionistic and suggestive; it provides multiple meanings, some overt, some hidden; it implies more than it says because pictures invite many kinds and many levels of interpretation.

The word most commonly used in relation to television is "impact." This vague word sums up the capacity of the medium to create a sudden and complete sense of involvement in the viewer. It almost implies force beyond persuasion or attraction.

Any medium which involves its audience

so deeply stimulates strong reactions and these are common with television. Audience demands seem to crystallize sharply and are vigorously expressed. Differences of taste and opinion seem to be magnified by the television medium. In short, members of the television audience feel a sense of possession towards the medium. Each man expects it to serve his interest and is highly annoyed when he is disappointed. This attitude of possession makes the broadcaster's lot a difficult one in television. He cannot accommodate all of the tastes all of the time; in choosing to serve one set of viewers, he also chooses to alienate another. This is the choice the Corporation has made, believing that each viewer has the capacity to enjoy many kinds of service. No television station and no television network can provide more than one program at a time. The realities of choice must exist in the schedule as a whole.

public affairs and news

No aspect of CBC programming received closer and more critical attention than programs in the broad field of information, ideas, and opinion. Policies in this area are carefully defined and scrupulously applied. Standards must be high and rigorous, for it is here that the most important concerns of Canadians are often explored.

Programming in this field comprehends the entire range of human thought and speculation. The subjects are almost unlimited.

For a democratic society to function best, the individual citizen should have access to reliable news and information on all important matters which affect his private and public well-being.

The individual citizen should also be able to hear and examine and judge all the

significant opinions affecting his well-being—physical, intellectual, and moral. Each citizen is free to accept or reject his opportunities to inform himself and arrive at his own judgments. That decision is his alone. But if a broadcasting system established to serve his interests failed to provide him with opportunities to learn and to judge, or deliberately excluded certain information and ideas from his attention, it would deprive him of a fundamental right.

The Corporation shares this responsibility for "information and ideas" with many other institutions in Canada—including the press, churches, the universities, and the schools. Each of these institutions exercises a degree of authority and control over "communication." To the Corporation has been entrusted the operation of two powerful instruments of communication—radio and television in the public interest. Its first responsibility to that public is to maintain CBC radio and television as open, free-flowing channels of reliable information and significant opinions on all those important matters which touch Canadian life.

CBC devoted itself to this responsibility during the year under review with such television programs as *Close-Up* and *Inquiry*, *Premier plan* and *Actualités politiques*. *Premier plan*, for instance, conducted studies of bilingualism in Switzerland and Belgium and the Ottawa-originated program series *Inquiry* created a great deal of interest with a series of five programs on Canada's national defence.

A CBC-sponsored conference, entitled *The Real World of Woman*, discussed the place of women in today's complex society. Programs were presented on both television and radio in connection with this event. The year's *Couching Conference*, which discussed *The New Europe*, and a series of six programs on the *African*

Revolution, marked attempts by radio programmers to keep radio listeners informed. The French networks, on their part, broadcast the most important sessions of the debates held at the annual conference of *l'Institut canadien des affaires publiques*, which this year was devoted to a study of *The Function of the State*, and of the *Semaines sociales du Canada*, the theme of which was *The Crisis in Education*. World events continued to receive up-to-the-minute coverage on radio and television. Such events as last fall's Cuban crisis, with the subsequent United Nations debate, and the Common Market issue, were aired on all networks.

On radio, *Capital et travail*, broadcast four times a week, featured problems of interest to both management and labor. An outstanding program in the series *Assignment* was the special half-hour dealing with the Columbia River power project.

CBC news programs—both the daily newscasts and the news reports programs—are held in very high public regard. More than 90 per cent of adult Canadians, as revealed in a survey compiled in the course of the fiscal year under review, feel the CBC does well in this function of keeping people informed. A staff of correspondents located in Washington, London, Paris, and the Far East, and in every major Canadian city, report to the four networks. Their comments—heard on such programs as *Trente minutes d'information* and *Direct Report* on radio, and *News-magazine* and *Caméra 62-63* on television—reflect the principles of news reporting and commentary adhered to by the Corporation.

canadian political scene

In a year which saw the election of a minority federal government and which also closed out with another federal gen-

eral election under way, it was inevitable that politics should play a large part in radio and television schedules.

The most comprehensive coverage ever given a federal election up to that time occurred in 1962, with detailed reports offered on events almost as they happened to viewers and listeners to the four networks. In advance of the 1963 federal general election, CBC developed a new type of program—in addition to the usual free-time political broadcasts—which enabled viewers to watch televised press conferences with top-level party officials. On the English Television Network, *The Men and the Issues* presented leaders of the federal political parties being interviewed by a panel of newsmen which remained the same for all four programs. A similar program series was offered on the French Television Network, under the title *Conférence de presse*.

Four provincial general elections also contributed to public interest in politics, the highlight being the first televised election debate ever held between party leaders in this country. Premier Jean Lesage of Quebec appeared in a televised debate with Daniel Johnson, leader of the Union Nationale. The debate was conducted in French, with simultaneous translation into English, and was carried on all French Television Network stations, as well as on the French Radio Network and English-language radio stations throughout Quebec and in Ottawa.

Another debate, televised on the French Network, also created interest: this one was between Jean Marchand, President of the Confederation of National Trade Unions, and Réal Caouette, deputy-leader of the Social Credit Party. Another program worthy of mention was the *Press Conference* with the Honorable Douglas Harkness, following his resignation as Minister of National Defence. This

program was broadcast over the English Television Network, with simultaneous translation for French Television Network viewers.

On the English Television Network, the anatomy of an election—a study of the election campaigns of the political party leaders—was seen on the program *The Servant of All*, in the series *Document*.

canadian ideals and heritage

As Canada draws closer to the centennial of Confederation in 1967, Canadians are taking a closer look at the steps which led to the founding of Canada and to the problems of binding together the two cultures and language-groups.

CBC programming in the year under review reflected this awareness in program series designed to acquaint Canadians of both English and French expression with the origins of our nation and with the problems which face us today. National Film Board series, together with special CBC-inspired conferences, were broadcast, expressing all points of view which contributed in the past and are still contributing to the creation of a national pride and heritage.

A bilingual seminar on Confederation, broadcast in both French and English on the four national networks, was conducted early in 1963, enabling a group of knowledgeable Canadians to debate aspects of Confederation. Each spoke in his mother tongue, with simultaneous translation provided.

Four programs in the *Explorations* series, entitled *The Formative Years*, portrayed the efforts of early Canadian leaders to bind together the two main cultures in order to create a single nation from a collection of widely scattered colonies. On the French Television Network, a series of six programs, also produced by the National Film Board and entitled *les*

Artisans de notre histoire, followed similar theme.

On radio, the program *Deux voix—un pays* permitted exchanges of views between the major language-groups on the problems posed by the presence of two cultures in Canada. *Political Profiles* featured the lives of past Canadian politicians, such as Henri Bourassa and R. B. Bennett.

In the *Camera Canada* series, three outstanding programs were *Hockey—An Affectionate Look*, *The Looking-Glass People*, and *Big Country*. The *20/20* series included such excellent shows as *Bea Six*, *Seascope*, *The Caplin Scull*, and *November Ranch*. The French Television Network presented two documentaries marking the 20th anniversary of the Dieppe raid, as did *Close-Up*, on the English Television Network.

educational, cultural and youth

In countries which have not yet achieved the living standards of Canada—in particular, those countries which have just emerged into a state of self-government—radio and television are becoming prime tools for the education of the people. Besides school broadcasts, these newly independent countries which already enjoy a broadcasting system are engaging in programs geared for adult education, for cultural enlargement and for communication with the countries' youth.

While this use of broadcasting is an obvious one for underdeveloped nations, it is no less important for Canada. A highly developed society needs an intelligently-informed citizenry, capable of understanding and coping with the problems which confront it in its daily life.

The national broadcasting service cannot afford to ignore its responsibilities in these fields and the fiscal year 1962-63 was a busy one for the CBC's programmers

involved in educational, cultural, and youth programs.

In co-operation with the Quebec Department of Youth, the CBC started a service of school broadcasts in that province, thus providing school broadcasts in all ten provinces. In its first season, 500,000 students are making use of the school broadcasts service in Quebec.

While most school broadcasts are presented on a regional or provincial basis, a number of informational programs were offered on the English Radio and Television Networks covering a wide range of school subjects from literature to folklore, from physics to physical education. On the French Networks, the subjects covered a similar range, for students at both primary and secondary levels. At the university level, CBC continued to present series of televised courses in collaboration with various universities. In Nova Scotia, educational TV became part of the daily high school curriculum with two series of programs produced by the CBC for the Grade XI level.

School broadcasting represents but a portion of CBC's cultural and educational programming. On TV, *The Nature of Things* and *le Roman de la science* explored the marvels of the world of science, while *The Lively Arts* and *Présence de l'art* were devoted to the arts. The French Television Network presented *Comment dites-vous?*, a weekly quarter-hour program devoted to spoken French. On radio, the programs *Traité de paix*, *l'Homme des moralistes* and *la Revue des arts et des lettres*, *University of the Air*, *The Massey Lectures* and *Science Review* covered the world of mind and matter, the world of art and history. Programming designed for children and teenagers covered many fields, including quizzes, variety, drama and culture. In this field, programming in 1962-63 was rich and varied. Television

presented *20 ans express*, *F = MA*, *Lettre ouverte*, *Am-stram-gram*, *Caravane* and *les Jeunes auteurs*, *Friendly Giant*, *Misterogers*, *Razzle Dazzle*, and *Time of Your Life*. Young radio listeners could choose between *Countdown*, *Issues and Questions*, *Rod and Charles*, and *The CBC Stamp Club*, or *Les Aventures de Tintin*, *Picotin*, and *Tante Lucille*.

religious programs

Religion plays a major role in the lives of most Canadians.

Broadcasting must, therefore, reflect this aspect of life—and, moreover, it must reflect it in a manner which apportions fairly the time allocated to the furtherance of the different religious beliefs. CBC religious programs cover all the major religious denominations in Canada with church services, religious documentaries, and panel discussions—both uni- and interdenominational.

The Ecumenical Council in Rome was given detailed coverage on all networks. Through Telstar, millions of television viewers were able to witness the opening ceremonies. Programs such as *A l'heure du Concile*, on television, and *Place Saint-Pierre*, on radio, sought to explain the Council and describe the work of the Council fathers. Other French Network programs, such as *Terre Nouvelle* and *les Uns les autres*, emphasized the role of the priesthood and the liturgy.

Special religious programming on Good Friday and at Christmas was a feature of all networks. The *Heritage* series on the English Television Network continued to offer programs prepared in conjunction with the major religious denominations and included such productions as *The Church Goes to the Red River*, *Consecration of a Bishop*, and *The Eastern Rite*. On the English Radio Network, *The Man*

Born to Be King and *The Four Gospels* provided religious programming highlights.

music, drama and variety

This widest of all program fields provides opportunities for artists of all forms of expression to display their talents on radio and television. It can also be the most demanding for program creators.

Broadcasting, because of its technology and by its very accessibility to all, by the arbitrary conventions which our society has adopted in relation to it, is committed to the provision of ever-new, ever-changing, single-occasion programs. This means that individual programs—good, bad or indifferent—have the same life-expectancy and the same temporal value.

Although there is no technical barrier to repetition, to the re-running of a play or a variety review as often as one would like, both the audience and the broadcaster tend to view such a policy with some distress. The use of repetition is looked upon as a mis-use of the medium or a failure to exploit its opportunities to present new and changing forms of entertainment. The effect of this attitude of mind is to look upon the entire content of radio and television as though it could be classified as live actuality, unrepeatable and stale, and unworthy of a second look or a second hearing, except as history.

The obsession with newness and novelty has profound effects on programming in radio and television. Individual programs have no second chance; they succeed or fail the first time out.

A further effect is to bring on creative exhaustion within the media of broadcasting. New and original ideas become old overnight. Performers and program formats too often have a short life span. Ultimately, the temptation facing all broadcasters is to present the old form

and the old ideas and the old performers as though they were new. The titles, the names, the times in the schedule, the publicity and promotion may change, but the programs far too often remain curiously the same. In short, the demand for new programming exceeds the supply.

In the face of these obstacles, the Corporation has maintained its position among broadcasting organizations as a leading producer of original drama, of high-quality variety programming, and of top-flight musical performances. The search for new performers is a constant one and is meeting with a large measure of success.

Production in 1962-63 in the fields of music, drama, and variety reflected this concern.

One of the outstanding musical programs of the year was the *CBC Wednesday Night* presentation of Igor Stravinsky conducting the CBC Symphony Orchestra. The program included the world première of one of his latest works—*Eight Miniatures for Chamber Orchestra*. *CBC Wednesday Night* also presented a number of musical programs featuring outstanding performers and composers, the most notable of which were documentaries and performances of works by Stravinsky and Schoenberg, and *A Tribute to Kurt Weill*. Again on *CBC Wednesday Night*, the CBC Symphony Orchestra offered a cross-section of significant contemporary music with special emphasis on works by Canadian composers.

The Stravinsky radio programs were made available to foreign radio stations and organizations and were rebroadcast more than 200 times in Europe, the United States, and other parts of the world.

Outstanding programs on the French Television Network were *la Vie parisienne* by Jacques Offenbach and *Hänsel et*

Gretel. It should be noted that agreements have been concluded for the rebroadcast of *la Vie parisienne* in a number of European countries, including Denmark, Norway, Sweden, Italy, Yugoslavia, Switzerland, and Monaco. The series *Concert* featured Canadian and foreign singers and instrumentalists in the best of classical and modern offerings. *L'Heure du concert* presented the Ximenez-Vargas troupe among its ballet offerings. On the English Television Network, the *Youth Concert* series introduced nationally—and internationally—known artists. *Festival* presented a number of excellent music programs including *Stravinsky at Eighty*, *Anatomy of a Fugue*, with Glenn Gould, *The Gondoliers* and a performance of *Giselle* by the National Ballet of Canada.

On the French Radio Network, the program *Les Petites Symphonies*, which just celebrated its 15th anniversary, and *Concert du mercredi* featured Canadian and foreign performers and works. Outstanding in the latter program series was the presentation of an opera by Maurice Blackburn—*Une mesure de silence*. The series *Récital* offered 13 half-hours with pianists Renée Morisset and Victor Bouchard. One of the songs heard on the program *Chansons sur mesure* earned first prize for its author, Jean-Pierre Ferland, at the *Concours international de la chanson française* at Brussels.

High-calibre drama was offered on all networks in plays by Canadian and foreign playwrights. Outstanding presentations on the French Television Network included the *Téléthéâtre* performance of *Death of a Salesman* by Arthur Miller, *Comme tu me veux* by Pirandello, *l'Eternel mari* by Dostoievski, and *Inquisition* by Diego Fabbri; on the English Television Network, *Festival* offered *A Book with Chapters in It* by Jack Pulman, *David—Chapter II* by M. Charles Cohen, as well as a repeat performance of the previous

year's *The Offshore Island* by M. Lasker and *The Luck of Ginger Coffee* by Brian Moore. The new dramatic series *Jeudi théâtre* presented several plays by Canadian authors, including *Oraison funèbre* by Hubert Aquin, *Atout . . . meurtre* by Pierre Dagenais, *La Mort dans l'âme* by Claude Jasmin, and *O voyageurs* by Georges Dor and Marcel Dubé. *Questions* staged *Indian* by George Ryga, *Kim* by Malta Brun, and *The Mission of the Venge* by F. Duerrenmatt, while *Playdate* offerings included the *99th Day* by Eric Kohler and *The Old Ones* by Tony Van Bridge.

CBC Stage on the English Radio Network presented *Life Is Not a Loaf of Bread* by Marian Waldman, *Tommy Tweed* by Sir John A. Beats the Devil, and *Peter River Country* by Ralph Allen. On the French Radio Network, the series *Toutes les scènes du monde* featured several contemporary plays, including *les Mouches*, by Jean-Paul Sartre, *Fils de personne* by Montherlant, *l'Inconnu D'Arras* by Salacrou, and *l'Oiseau bleu* by Maeterlinck.

CBC Wednesday Night offered *The Benefactor* by George Woodcock, *The Sea Wall* by Betty Lambert, and Eugene O'Neill's *A Touch of the Poet*.

Two new serial dramas began on the French Television Network in the fall, *Balsamine* by Jean Filiatrault and *le Pain du jour* by Réginald Boisvert.

In the field of variety, the *Wayne and Shuster Hour* on the English Television Network continued to be extremely successful. On Christmas Day, a special variety program from Winnipeg, *A Red River Christmas*, offered an original story and musical score. *Parade* presented a number of high-calibre variety programs including shows featuring the American folk singer Pete Seeger and Canadians Larry Mann, Don Harron, and Max Ferguson.

Other TV programs with strong audience appeal included *Don Messer's Jubilee*,

produced in Halifax, the Winnipeg-produced program *Red River Jamboree*, and the Toronto-originated programs *Juliette*, *The Tommy Ambrose Show*, and *Country Hoedown*. On the English Radio Network, the Christmas night *Wayne and Shuster Show* and programs such as *Canada's Big Bands* and *The Many Moods of Love* were extremely popular.

On the occasion of Canada's 95th anniversary, on July 1st, the English and French Radio Networks combined to present *Once Upon a Birthday—Un p'tit voyage au Canada*. This special program was distributed overseas by the CBC's International Service.

On the French Television Network, new programs were created, such as *Bonsoir Chéri*, a humorous late-night program for men, and *En habit du dimanche* which featured Canadian and foreign artists. On the occasion of the New Year, *En habit du dimanche* presented a special one-hour program devoted in its entirety to *les Frères Jacques*.

Other French TV Network programs included *Les Couche-tard*, *Dans tous les cantons*, and *Zéro de conduite*. On the French Radio Network, programs such as *Au pied levé*, *Plein soleil*, and *Visite aux chansonniers* were among the favorites.

sports

Maurice Herzog, France's Commissioner of Sport, in an interview on the French Television Network's *Premier Plan*, described sport as "an outstanding means of education". He said: "Amateur sport is a means of molding character. Professional sport is a spectacle. It is a way for a crowd of individuals to express themselves; a means of expression just like any other."

Those two aspects of sport were emphasized on the varied sports programming

offered by the CBC during 1962-63. All radio and television networks broadcast, for a loyal and enthusiastic public, hockey, football, the Grey Cup, the World Series, bowling, curling, and golf, to mention just a few of the sports covered. It also offered programs designed to instruct in and provide greater understanding of the sports themselves.

The French Television Network prepared and presented the official French-language version of the film on the 1960 Rome Olympics, *La Grande Olympiade de Rome 1960*.

farm and fisheries

While programming in this category is generally carried out at the regional and local level—particularly on the English networks—certain aspects of these important fields apply to all Canadians and occasional programs are carried nationally.

On the English Television Network, the regional program *Country Calendar* presented *Christmas in the Country* and *The World Food Bank* on a national basis, while *Countrytime* offered *The 64c Question* and *The Okanagan*. Other television programs in this category included *Fisherman's Log*, which provided a year-end review of the Atlantic fisheries to the national network.

Regionally, Winnipeg offered a series of three-day television short courses for Manitoba farmers entitled *This Business of Farming*.

Les Travaux et les jours, on the French Television Network, presented a special report on the 11th *Salon de l'agriculture* in Montreal. It also presented, jointly with CBMT in Montreal, a series of six programs on the management of wood lots. The English title of the series was *Focus on Forestry*.

On the English Radio Network, the *National Farm Radio Forum* offered a series called *New Horizons for Farmers*,

while *Summer Fallow* featured a dramatic presentation, *The Rock*, dealing with the place of the small rural church and its future. On the French Radio Network, *le Réveil rural* continued to offer advice on farming matters, while *Jardins plantureux*, *jardins fleuris* devoted its attention to horticulture and gardening.

regional and local programming

While national service has always been the aim of broadcasting in Canada, no service would be complete without local and regional programming. Each region has its part to play in the exchange of ideas and information.

In addition, the portrayal of all of Canada to all Canadians requires that the different regions of this country be given opportunities to make themselves known to the rest of the country.

Each region contributes programs and program ideas to the national service, as well as providing service with a regional and local flavour to viewers and listeners in its immediate area.

During the year under review, all regions produced programs for the English and French radio and television networks—programs such as *Kingfisher Cove* and *Ebb Tide* from Halifax, *Quand l'opéra se donne des airs* and *Rien qu'une chanson* from Quebec City, C.D. from Ottawa, *Red River Jamboree* and the *Georges LaFleche Show* from Winnipeg, *Some of Those Days* and *Songs by Eleanor* from Vancouver. They provided dispatches, interviews, on-the-spot reports and filmed sequences for the National News bulletins as well as individual programs to series such as *Citizens' Forum*. On the local scene, the individual CBC stations continued to present coverage of political happenings, of social and cultural events of interest to the people in the communities and provinces where they are

located. Special coverage was also given to the provincial and municipal elections which took place in various parts of the country.

NORTHERN SERVICE.—Last October, with the addition of a third transmitter at Sackville, N.B. the Northern Service shortwave schedule was expanded from eight to nine and one-half hours daily.

The extension during the year of telephone circuits into the Northwest Territories, the Yukon, and the northern parts of Saskatchewan and Alberta, made it possible to create the Mackenzie Network, linking Low Power Relay Transmitters at Fort Smith, Hay River, and Uranium City to the program centre at Yellowknife. Yellowknife in turn is linked to the CBC networks "outside", thus providing national programs to many residents of the north. The Mackenzie Network is the second of this type, the first being the Yukon Network, which commenced operations last year.

In addition to the CBC network programs provided on shortwave, the Northern Service produced special programs of its own: *Uqausi* in Eskimo—messages, news, views and music prepared by an Eskimo producer; *Arctic Window*—interviews with northern visitors, book and film reviews prepared in co-operation with the Arctic Institute of North America; *The Commissioner Replies*—answers by the Commissioner for the Northwest Territories to questions submitted by residents; *As a Matter of Fact*—talks by scientists on many aspects of the North; *Points North*—a roundup of news about the North; *Northern Scout-Guide Magazine*—a program of news, sports, and music.

The Northern Service during the year continued its policy of recruiting announcer-operators of Indian and Eskimo background. Programs in Eskimo, Chipeweyan, Slave, Cree and Loucheux were broadcast

on the local stations of the communities where these languages are spoken.

The CBC radio networks carried an increasing number of programs about the North, some of which were prepared with the co-operation of the Northern Service, such as those which originated from the Dawson City Festival in the summer of 1962.

The Northern Service supplied tape recordings of national service programs to a number of RCAF and Mid-Canada Line stations across Canada which have their own low-power radio stations.

ARMED FORCES SERVICE.—The Armed Forces Service arranged the supply of a weekly package of kinerecordings of popular CBC television programs to bases of the Canadian Armed Forces in Europe, the Middle East, and the Congo and, for the third season, organized a tour of a CBC Concert Party to the NATO bases in France and Germany and to the UNEF bases in the Middle East. Live coverage of major news and sports events, such as the federal election in June and the Grey Cup, was also provided to bases in France and Germany through trans-Atlantic cable.

international service

At a time when mutual understanding between nations is essential for world peace and world development, international communication is deserving of all the attention it can get. The CBC International Service is operated on behalf of the people of Canada to provide information about this country to listeners in other lands.

In spite of the fact that television is being introduced in more and more countries, radio broadcasting and listening show no sign of decreasing. Quite the reverse is true.

Radio broadcasting, both medium and shortwave, is being expanded, particularly in those underdeveloped countries which

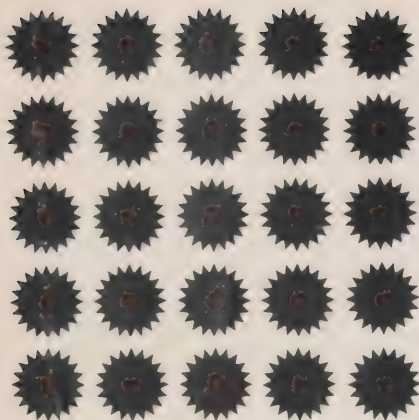
have recently achieved nationhood. This is understandable since radio is the medium of mass communication which is least affected by a high rate of illiteracy, while being relatively inexpensive for both the transmitting agency and the listener.

A notable fact on the international broadcasting scene, as well, is the growing interest in the exchange of programs. This opens up wider possibilities for the CBC International Service in the realm of music but it also provides greater opportunities in the spoken-word field, and in the case of special events where rapid transmission is vitally important.

In addition to the very considerable exchange of music programs between the International Service and broadcasting agencies in many countries of the world there was also a growing exchange of other types of programs. All sections of the International Service prepared programs dealing with the political developments in Ottawa including the dissolution of the 25th Parliament; the German-language Section, for example, relayed twice as many programs to the German networks as it did in the preceding year. Twenty-four items on cultural and sports topics were shipped to Radio Moscow and virtually all of them were heard by Russian listeners.

Programs for philatelists continued to generate great interest, and the program, broadly classified under the heading of Letterbox, in which listeners' mail is answered on the air, were still finding a wide audience. News, news reports, and commentaries were once again the mainstay of the shortwave service.

The monthly television program, *Canada Magazine*, was distributed to an increasing number of broadcasting organizations, and the prospects for regular production and distribution of this 15-minute program showed promise for the year ahead.



PROGRAM AWARDS: The CBC received 25 awards during the year under review, in national and international competition. In addition, le Congrès du spectacle of Montreal, a group of organizations associated with every aspect of show-business, awarded 21 trophies to radio and television personalities for their contributions to CBC programs.

Twenty-one of the international awards were won at the Annual American Exhibition of Educational Radio and Television Programs at Ohio State University, in a year which saw a record number of entries. Of the Ohio State awards presented to CBC, 11 were for radio and 10 for television programs—10 first awards, 10 honorable mentions and one special citation. Apart from the Ohio Awards, CBC was presented the Alfred P. Sloan Award for distinguished public service in highway safety (television); the Canadian Film Award for the Vancouver-originated program *Word Game* (television); the National Safety Council Award (radio and television); and the National Safety Council Farms Safety Awards (radio and television). With the exception of *Word Game*, these awards were made for general programming rather than specific programs or series. The 21 Ohio State Awards were for the following:

TELEVISION

First Awards

THE MAN BORN TO BE KING (Toronto)
PATTERNS OF LIVING (Vancouver)
WEB OF LIFE (Vancouver)
NIGHT LINE (Ottawa)

Special Citation

TEN MINUTES WITH and THEY LINK THE LAND (Toronto)

Honorable Mentions

CAMERA CANADA (Toronto)
COUCOU (Montreal)
YOUTH SPECIAL (Montreal)
DAVID COPPERFIELD (Toronto)
LET'S SPEAK ENGLISH (Toronto)

RADIO

First Awards

CBC STAGE (Toronto)
THE WAY OF THE INDIAN (Vancouver)
WEDNESDAY NIGHT: EAST-WIND-RAIN (Vancouver)
PROJECT '61: THE GOD THAT FAILED (Toronto)
LET'S MAKE AN OPERA (Toronto)
THE CHANGING PRAIRIE (Toronto)

Honorable Mentions

E.S.P. (Toronto)
SOUNDINGS (Toronto)
VOICES OF THE WILD (Toronto)
CRISES IN CANADIAN HISTORY (Toronto)
JULIUS CAESAR (St. John's)

LE CONGRÈS DU SPECTACLE awards were for the following:

Best drama script: Françoise Loranger, for *SOUS LE SIGNE DU LION*
Best educational script: Fernand Seguin, for *L'HOMME DEVANT LA SCIENCE*
Best variety script: Mireille Attas, for *LA POUPÉE FANFRELUCHE*
Best information script: Pierre Perrault, for *NOËL À L'ÎLE AUX COUDRES*
Best production of an actuality program: Gérard Renaud, for *CAMÉRA 62*
Best educational program: Marcel Blouin, for *PREMIER PLAN*
Best drama program: Jean-Paul Fugère, for *BÉRÉNICE*
Best musical program: Pierre Morin, for *L'ÂGE D'OR DU MUSIC-HALL*
Best variety orchestra leader: Neil Chotem
Best classical orchestra leader: Roland Leduc
Best composer: François Morel
Best program host: Judith Jasmin
Best fantasy role: Marc Favreau, for his performance in *LA BOÎTE À SURPRISE*
Best set: Aras, for *LA DAME AUX CAMÉLIAS*
Best costumes: Claudette Picard, for *VOLPONE*
Best make-up: Fernand Bastien, for *LA CERISAIE*
Best graphics: Frédéric Back, for *PIERRES VIVANTES*
Best cameraman: Jean-Guy Fleurquin, for *LE TÉLÉTHÉÂTRE* and *L'HEURE DU CONCERT*
Best film cameraman: Jacques Collin, for *LA VIE QUI BAT*
Best television audio: Marcel Belleville, for *CONCERT DU DIMANCHE*
Best radio sound effects: Jean-Pierre Pépin, for *CHEZ MIVILLE*



Representative
ProgramsENGLISH
NETWORKS

DRAMA

TELEVISION

Festival:
A Book with Chapters in It
Venus Observed
Galileo
The Village Wooing
David—Chapter II
Playdate:
The 99th Day
The Old Ones
Quest:
Kim
Indian
The Mission of the Vega

RADIO

CBC Wednesday Night:
A Touch of the Poet
The Sea Wall
The Benefactor
CBC Stage:
Life Is Not a Loaf of Bread
Sir John A. Beats the Devil
The Jinker
Peace River Country
Summer Stage
Regional Dramas

20/20

The Lively Arts:
Rideau Hall
Parade:
Upper Canada Village
Winter Conference

Church Services
The Place of the Skull
Consecration of a Bishop
Man and God in Space
The Promised Land
The Moon in Wintertime
The Church Goes to the
Red River
Within a Silence
The Eastern Rite
Worship from
Trinity College
Cold as Charity

Church Services
The Man Born to Be King
Music for
Christmas Morning
At the Foot of the Cross
Christmas at St. James
Denominational University
in Crisis
Vatican Council
The Four Gospels
Building a Library
An Exercise in Understanding
Portrait of a Moderator

RELIGION

SPORTS

NHL Hockey
Stanley Cup Play-Offs
NFL Football
Canadian Open Golf
Championship
Major League Baseball
World Series
World Ice Hockey
British Empire Games
Triple Crown Horse Racing
Five Pin Bowling
Intercollegiate Football
Quebec Winter Carnival
FA Cup Final
Grey Cup
Wimbledon Tennis
Camera Canada:
Hockey—
An Affectionate Look

NHL Hockey
World Ice Hockey
Stanley Cup Play-Offs
Grey Cup
Oxford-Cambridge Boat Race
Horse Races
Canadian Open
Golf Championship
Canadian Curling
Championship
British Empire Games

News Specials:
Cuba
Japan's Two Worlds
Intertel:
Turkey
Unfinished Revolution
America Abroad
Tahiti—Pacific Cocktail
Document:
Joshua
Newsmagazine
Close-Up:
Hungary Today

Couching Conference:
The New Europe
The African Revolution
Aku-Aku
Postmark U.K.

OTHER
COUNTRIESNEWS
AND
WEATHER

News Magazine
News Specials:
Saskatchewan Medicare
Pandit Nehru Interview
1962 Cuban Crisis

Sunday Morning Magazine
Direct Reports
News Roundup
Maritimes and Pacific Coast
Marine Weather

The Wayne and Shuster
Hours
Parade
Kingfisher Cove
Red River Jamboree
Don Messer's Jubilee
Singalong Jubilee
Juliette
Country Hoedown
Tommy Ambrose
Frolic '63

Once Upon a Birthday
Something for the Troops
Tribute to Fritz Kreisler
Canada's Big Bands
The Many Moods of Love
The Wayne and Shuster
Show
CBC Wednesday Night:
The Worst of '63
Regional Variety Broadcasts
Max Ferguson Show

LIGHT
MUSIC
AND
VARIETY

POLITICAL

Federal Election, 1962
The Nation's Business
Provincial Affairs
Document:
The Servant of All
Inquiry
The Men and the Issues

Federal Election, 1962
The Nation's Business
Provincial Affairs

Panels:
Fighting Words
Front Page Challenge
Live a Borrowed Life
Flashback
Camera Canada
Citizens' Forum
The Lively Arts
Making Ends Meet
Open House

Soundings
Trans-Canada Matinee
Assignment
University of the Air
Massey Lectures
Project '63

MULTIMEDIA

CANADIAN
IDEALS
AND
HERITAGE

Close-Up:
Dieppe
Explorations:
The Formative Years (NFB)
Arctic Circle
Sightline
Camera Canada

Political Profiles:
Henri Bourassa
J. W. Woodsworth
R. B. Bennett
On the Move
Return to Mons
Winter Conference

SERIOUS MUSIC AND BALLET	Festival: <i>Stravinsky at Eighty</i> <i>Glenn Gould on Strauss</i> <i>Anatomy of a Fugue</i> <i>The Gondoliers</i> <i>Giselle</i> Youth Concerts	CBC Wednesday Night: <i>Stravinsky—</i> <i>Schoenberg Concert</i> <i>Igor Stravinsky—</i> <i>Inventor of Music</i> <i>Arnold Schoenberg—The</i> <i>Man Who Changed Music</i> <i>Le Martyre de</i> <i>Saint-Sébastien</i> <i>Canadian String Quartet</i> <i>A Tribute to Kurt Weill</i> CBC Talent Festival Music for Christmas Morning CBC Symphony Orchestra Regional Symphony Orchestras Metropolitan Opera	TELEVISION Premier plan: <i>Les Canadiens anglais</i> <i>Maurice Herzog</i> <i>Noisy-le-Grand</i> <i>Le Vieillessement des</i> <i>populations</i> <i>Le Brésil</i> <i>Marcel Jouhandeau</i> <i>La Suisse</i> <i>Le Pacte scolaire belge</i> C.D. Tribune libre Conférence de presse Aujourd'hui Téléjournal Edition métropolitaine A vous, Paris ! Documents Caméra 62-63 Droit de cité Dictionnaire-magazine	RADIO Radio-journal Trente minutes d'informations Le Monde parle au Canada Reportage Capital et travail Regards sur le Canada français Partage du jour Métro-magazine	FRENCH NETWORKS PUBLIC AFFAIRS AND INFORMATION
SCHOOL, YOUTH, AND EDUCATIONAL	School Telecasts Time of Your Life Razzle Dazzle Speaking French Friendly Giant Misterogers Up and Coming	National and Regional School Broadcasts Countdown Issues and Questions Rod and Charles The Learning Stage (CJBC)			
SCIENCE AND NATURE	The Nature of Things This Living World	Science Review Matinee Highlights	Politique provinciale Les Affaires de l'Etat Commentaire Le Débat Lesage-Johnson Le Débat Marchand-Cauette Actualités politiques Les Elections fédérales Les Elections du Québec Les conférences de presse des chefs des partis politiques ou de leurs représentants Ouverture de la session à Ottawa et à Québec	Politique provinciale Les Affaires de l'Etat Commentaire Les Elections fédérales Les Elections du Québec Place publique	POLITICAL
HOME AND HOBBY	Mr. Fixit Open House	CBC Stamp Club CBC Camera Club			
SOCIAL AND HUMAN RELATIONSHIPS	Explorations: <i>The Disordered Mind</i> Close-Up: <i>Birth Control</i> Open House: <i>Race for Adoption</i> The Real World of Woman A Case for the Court	Soundings: <i>The Struggle for Life</i> Trans-Canada Matinee Massey Lectures Matinee Highlights: <i>The Thalidomide Tragedy</i> Assignment Project '63	La Confédération Temps présent (O.N.F.): <i>Les Derniers Trappeurs</i> <i>Les Bûcherons de la Manouane</i> <i>Chéticamp</i> <i>Paul Anka</i> Les Artisans de notre histoire	La Confédération Deux voix . . . un pays Images du Canada	CANADIAN HERITAGE
FARMS AND FISHERIES	Countrypoint: <i>The 64c Question</i> <i>The Okanagan</i> Country Calendar: <i>Christmas in the Country</i> <i>The World Food Bank</i> <i>A.R.D.A.</i> Fisherman's Log Focus on Forestry This Business of Farming	National Farm Forum: <i>New Horizons for Farmers</i> Summer Fallow: <i>The Rock</i> To Market with Music	Présence de l'art Conférences: <i>Maurice Séguin</i> <i>Paul Morand</i> <i>Jean Rouch</i> <i>Gilles Marcotte</i> Des pays et des hommes	Traité de paix La Revue des arts et des lettres Sagesse de l'Orient Cinéma, miroir du monde Les Mondes images Parole de poète L'Homme des moralistes	CULTURE, HISTORY

DRAMA

Le Téléthéâtre:
L'Eternel mari
Mille francs de récompense
Inquisition
Comme tu me veux
La Chasse aux corbeaux
La Mort d'un commis voyageur
Les Perses (R.T.F.)
Les Caprices de Marianne
 Jeudi-théâtre:
Atout . . . meurtre
Le Saut périlleux
Sous le règne d'Augusta
Oraison funèbre
O voyageurs
La Mort dans l'âme
La Pensée
Le Square
Monsieur Vernet
Dîner de famille
La Maison de Bernarda
Antigone
Élisabeth
La Pie grièche
Soirée au Théâtre Alcan:
La Cuisine des anges
L'Amour des quatre colonels
Au Petit Bonheur
*Le Petit Monde d'**
Père Gédéon
Téléromans:
Les Belles Histoires
des pays d'en haut
La Balsamine
Filles d'Eve
Le Pain du jour
Joie de vivre

SERIOUS
MUSIC
AND
BALLET

Cours d'interprétation
 par Pablo Casals
 L'Heure du Concert:
Le Combat de Tancrède
et de Clorinde
La Vie parisienne
Hänsel et Gretel
Giselle
 Les Festivals de Montréal:
Così fan tutte
 Concert

Sur toutes les scènes
 du monde:
Les Mains sales
Fils de personne
L'Oiseau bleu
L'Heureux Stratagème
Monsieur Bob'le
Le Cocu magnifique
L'Inconnu d'Arras
Hippolyte porte-couronne
Un barrage contre le Pacifique
 Radioromans:
Les Carnets de l'inspecteur
Tanguay
Jeunesse dorée
Vies de femmes

Récital de Montréal
 L'Opéra du Metropolitan
 Quand l'opéra se donne
 des airs
 L'Heure du concerto
 Nos artistes invités
 Le Petit Ensemble vocal
 Les Chefs-d'oeuvre
 de la musique
 Concert du mercredi
 Piano à quatre mains
 Petit Concert
 Chorales du Canada français
 Festivals européens
 Récital
 Les Classiques italiens
 Folklore
 Concert du samedi
 Les Compositeurs
 britanniques
 Concert symphonique
 Récital d'orgue
 Les Compositeurs
 sud-américains
 Les Grandes Voix
 d'aujourd'hui

L'Orchestre symphonique
 de Radio-Canada
 Les Petites Symphonies

VARIETY,
LIGHT
MUSIC

En habit du dimanche:
Patachou
Les Frères Jacques
Jacqueline François
Gilbert Bécaud
Jacques Brel
Guylaine Guy
 Les Couche-tard
 Dans tous les cantons
 Bonsoir, chéri
 Sérénade estivale
 Zéro de conduite
 Dans les rues de Québec
 L'Ecole des vedettes
 Qu'il fait bon vivre!
 Le Gala du Québec
 Tempo
 Les Grands de la chanson
 Tête-à-tête
 L'Été des Bozos

Chansons sur mesure
 Visite aux chansonniers
 Plein soleil
 Au pied levé
 Le Cabaret du soir
 qui penche
 Le Bel Âge
 Variétés de Québec
 Les Joyeux Troubadours
 Hier et aujourd'hui
 Rien qu'une chanson
 L'Opéra de quat'sous
 Aux portes de la nuit
 La Boîte à musique
 Jazz au Canada

EDUCATION

Les Cours télévisés
 de l'Université de Montréal:
Physique moderne
Géographie humaine
Stylistique
Economie politique
Anthropologie physique
Le Roman en France
 Télévision scolaire:
Le Secret des choses
Les Forces de la nature
 Comment dites-vous?

Radio scolaire:
Louise et François
Les Paroles restent
Place à la musique
 La Langue bien pendue
 Université radiophonique
 internationale

YOUTH

Images en tête
 Am-stram-gram
 Coucou
 Pirouette
 Vingt ans express
 Lettre ouverte
 F = MA
 Orientation
 Robin des Bois
 Bobino
 La Boîte à Surprise
 Radisson
 CF-RCK
 Marcus
 La Vie qui bat
 Le Courrier du Roy
 Le Grand Duc
 Pépinot
 Les Enquêtes Jobidon
 Caravane
 Les Jeunes Auteurs
 A la pointe de l'exploration

Tante Lucille
 Les Aventures de Tintin
 Picotin
 Mon jardin
 En sortant de l'école

GAMES	Édition spéciale Insolences d'une caméra Casse-tête Tic-taquin La Poule aux oeufs d'or	Match intercrités	TELEVISION Extension Forum Progress Report Cross Currents Kiddies' Korner	RADIO Voices in Harmony Let's Dance Songs of a Rover Spotlight The King's Ransom The Baltimore Settlements Newfoundland Radio Theatre 300th Anniversary of French Landing at Placentia Opening of Newfoundland Legislature Sites in Sound Men of Port Madoc Indians of Labrador Newfoundland Calls St. Pierre Sinking of the Caribou St. John's Regatta CBC Weekly Doyle Bulletin	NEWFOUNDLAND
HOME	Votre cuisine, Madame Votre enfant, Madame Revue de la maison Actualités féminines Le Temps de vivre L'Éternel féminin Votre courrier	Les Visages de l'amour Une demi-heure avec . . . Arc-en-ciel Les Chansons de la maison Psychologie de la vie quotidienne Fémina			
RELIGION	Soif de Dieu Les uns les autres Le Jour du Seigneur A l'heure du Concile	Prédication du carême Place Saint-Pierre Terre nouvelle Messe des malades Prière			
SCIENCE	Le Roman de la science Naissance de Telstar Machines et machines				MARITIME PROVINCES
SPORTS	La Soirée du hockey Sport-éclair Le Golf et ses étoiles L'Univers des sports L'Heure des quilles Nouvelles sportives Hcbdo-sports Football NFL Match de la coupe Grey La Série mondiale de baseball Les Jeux de l'empire La Grande Olympiade de Rome 1960 Championnat mondial de hockey amateur	La Soirée du hockey Championnat canadien de curling Nouvelles sportives Hcbdo-sports La Série mondiale de baseball Les Jeux de l'empire	Atlantic Conference Football Forum Legislature Reports Special Church Telecasts Gazette Look in on Libbie Public Affairs Presents Hi Society Fisherman's Log Nova Scotia School Telecasts	Provincial Affairs Maritime Magazine Bill of Fare A.M. Chronicle Neighbourly News Music in the Evening Regional Commentary Symposium Joan Marshall Fisherman's Broadcast Maritime Farm Broadcast Halifax Symphony Tempo Jamboree Junction	REGIONAL AND HALIFAX LOCAL
				Choral Encores Plain Talk Time Out for Melody	
AGRICULTURE	Les Travaux et les jours La Forêt et nous	Le Réveil rural Jardins plantureux, jardins fleuris		La Vie rurale Soirée acadienne L'Actualité régionale	SYDNEY LOCAL
REGIONAL AND LOCAL BROADCASTING	In addition to making contributions to the national networks, all regions have their own regular news, weather, sports, farm and/or fisheries broadcasts, neighbourly news, and women's commentaries.				MONCTON LOCAL (FRENCH)

QUEBEC REGION	Youth Special Montreal Matinee NHL Hockey Metroscope Let's Face It University Credit Course Shoestring Theatre	Concert Time Round Midnight Jazz at Its Best Montreal Playhouse Sights and Sounds Let's Consider Listening Post Small Fry Frolics Scouts-Guides Magazine Continental Kitchen Provincial Election	Midnight Zone Comment and Conviction Live and Learn Intercom 701 Sportfolio Up and Coming Toronto File Thursday Club On the Scene	CJBC Metro Magazine Ready 1,2,3. Let's Find Out CJBC Views the Shows Audio The Learning Stage French Programming Ontario Roundup Afternoon Concert Don Sims Show	ONTARIO REGION
MONTREAL LOCAL (ENGLISH)				CBL Music in the Morning Tales Out of School Sports Notebook In My Opinion Theatre Anyone? Town and Gown Coins and Commentary Ballet Club	TORONTO LOCAL AND REGIONAL
MONTREAL LOCAL (FRENCH)	Ce soir ou jamais Aujourd'hui Edition métropolitaine	Métro-magazine Le Saut du lit Au pied levé Aux portes de la nuit Récital de Montréal			
QUEBEC LOCAL		Faire-part Chronique sportive Concert léger Divertissement		Counterpoint International Rendezvous All that Jazz Songs of the West Solo CBC Bandstand	QUEBEC LOCAL
CHICOUTIMI LOCAL		Occupons-nous de nos affaires Ce qui se passe chez nous Match intercollèges La Voix agricole du Saguenay La Moisson Au fil des jours	Time Out for Music Swingalong Spotlight Eye to Eye Manitoba Profile Children of the World Calling All Children Junior Hi-Jinks The Younger Set Ladies First	Georges LaFleche Show Pocketful of Dreams Doug Crosley's Quarter Points West Life and Literature Metro Magazine Western Campus MCA Bonspiel Coverage Recital Winnipeg Pops Concert Prairie Chamber Music Prairie Playhouse	PRAIRIES
OTTAWA AREA					WINNIPEG
OTTAWA (FRENCH)	A vue d'oeil A la carte Cours télévisés de l'université d'Ottawa Perspective On vous appelle Club du samedi				
OTTAWA (ENGLISH)	Around the Valley High Time Nightline Mobile Ottawa's Civic Hospital	The Hill and the Valley Men Behind the News Faith in the Forum CBC Gallery Concerts Tuesday Recital Ski Trails Contrasts in Variety The Song Pedlar Theatre Pages		Saskatchewan Mirror CBK Saturday Dance Party Of Songs and Singers Morning Devotions Morning Comment Western Rhythms Tempo CBK Recital Let's Meet the Combos Legislature Reports Square Dance Notebook Tom's Corner Education Meets the Challenge of Change	REGINA

EDMONTON

Keynotes
Gateway
Sports Page
Reach for the Top
Perspective
Saturday's Heroes
Ladies First
Opening of
Alberta Legislature
Kerry Wood Storybook
Calling All Children
Hi-Jinks
Metro News

Four on a Date
Rhythms for Romantics
Harry Boon Trio
Tailgate Jazzband
Church of the Air

Reach for the Top
7 o'clock Show
Showcase
Bazaar
Provincial Affairs
Sports Caravan

Saturday Evening
University Extension Talks
Critics at Large
Monday Club
Music in G
65 and Up
Scope of the Novel
Evening Concert

BRITISH
COLUMBIA

NORTHERN
SERVICE

Uqausi
Arctic Window
The Commissioner Replies
As a Matter of Fact
Points North
Northern Scout-Guide
Magazine

Canadian Broadcasting
Corporation networks

as at March 31, 1963



TELEVISION NETWORKS

ENGLISH NETWORK					FRENCH NETWORK				
CBC					CBC				
Map Code	Station	Location	Channel	Video	Audio	Map Code	Station	Location	Channel
1	1-TV	Toronto, Ont.	9	12	099	1	1-TV	Montreal, Que.	9
2	2-TV	Georgian Bay, Ont.	8	248	174	2	2-TV	Quebec, Que.	8
3	3-TV	Hamilton, Ont.	3	56	34	3	3-TV	Shawinigan, Que.	3
4	4-TV	Montreal, Que.	6	438	262	4	4-TV	Granby, Que.	6
5	5-TV	Ottawa, Ont.	6	501	267	5	5-TV	Thurso, Ont.	6
6	6-TV	Toronto, Ont.	6	995	535	6	6-TV	North Bay, Ont.	6
7	7-TV	Windsor, Ont.	3	571	547	7	7-TV	Timmins, Ont.	3
8	8-TV	Edmonton, Alta.	5	318	199	8	8-TV	Sudbury, Ont.	5
9	9-TV	Vancouver, B.C.	2	476	254	9	9-TV	North Bay, Ont.	5
Relays/Rebroadcasters					Relays/Rebroadcasters				
11	11-TV	Halifax, N.S.	11	112	218	11	11-TV	Halifax, N.S.	11
12	12-TV	St. John's, Nfld.	12	121	219	12	12-TV	St. John's, Nfld.	12
13	13-TV	St. John's, Nfld.	13	131	219	13	13-TV	St. John's, Nfld.	13
14	14-TV	St. John's, Nfld.	14	141	219	14	14-TV	St. John's, Nfld.	14
15	15-TV	St. John's, Nfld.	15	151	219	15	15-TV	St. John's, Nfld.	15
16	16-TV	St. John's, Nfld.	16	161	219	16	16-TV	St. John's, Nfld.	16
17	17-TV	St. John's, Nfld.	17	171	219	17	17-TV	St. John's, Nfld.	17
18	18-TV	St. John's, Nfld.	18	181	219	18	18-TV	St. John's, Nfld.	18
19	19-TV	St. John's, Nfld.	19	191	219	19	19-TV	St. John's, Nfld.	19
20	20-TV	St. John's, Nfld.	20	201	219	20	20-TV	St. John's, Nfld.	20
21	21-TV	St. John's, Nfld.	21	211	219	21	21-TV	St. John's, Nfld.	21
22	22-TV	St. John's, Nfld.	22	221	219	22	22-TV	St. John's, Nfld.	22
23	23-TV	St. John's, Nfld.	23	231	219	23	23-TV	St. John's, Nfld.	23
24	24-TV	St. John's, Nfld.	24	241	219	24	24-TV	St. John's, Nfld.	24
25	25-TV	St. John's, Nfld.	25	251	219	25	25-TV	St. John's, Nfld.	25
26	26-TV	St. John's, Nfld.	26	261	219	26	26-TV	St. John's, Nfld.	26
27	27-TV	St. John's, Nfld.	27	271	219	27	27-TV	St. John's, Nfld.	27
28	28-TV	St. John's, Nfld.	28	281	219	28	28-TV	St. John's, Nfld.	28
29	29-TV	St. John's, Nfld.	29	291	219	29	29-TV	St. John's, Nfld.	29
30	30-TV	St. John's, Nfld.	30	301	219	30	30-TV	St. John's, Nfld.	30
31	31-TV	St. John's, Nfld.	31	311	219	31	31-TV	St. John's, Nfld.	31
32	32-TV	St. John's, Nfld.	32	321	219	32	32-TV	St. John's, Nfld.	32
33	33-TV	St. John's, Nfld.	33	331	219	33	33-TV	St. John's, Nfld.	33
34	34-TV	St. John's, Nfld.	34	341	219	34	34-TV	St. John's, Nfld.	34
35	35-TV	St. John's, Nfld.	35	351	219	35	35-TV	St. John's, Nfld.	35
36	36-TV	St. John's, Nfld.	36	361	219	36	36-TV	St. John's, Nfld.	36
37	37-TV	St. John's, Nfld.	37	371	219	37	37-TV	St. John's, Nfld.	37
38	38-TV	St. John's, Nfld.	38	381	219	38	38-TV	St. John's, Nfld.	38
39	39-TV	St. John's, Nfld.	39	391	219	39	39-TV	St. John's, Nfld.	39
40	40-TV	St. John's, Nfld.	40	401	219	40	40-TV	St. John's, Nfld.	40
41	41-TV	St. John's, Nfld.	41	411	219	41	41-TV	St. John's, Nfld.	41
42	42-TV	St. John's, Nfld.	42	421	219	42	42-TV	St. John's, Nfld.	42
43	43-TV	St. John's, Nfld.	43	431	219	43	43-TV	St. John's, Nfld.	43
44	44-TV	St. John's, Nfld.	44	441	219	44	44-TV	St. John's, Nfld.	44
45	45-TV	St. John's, Nfld.	45	451	219	45	45-TV	St. John's, Nfld.	45
46	46-TV	St. John's, Nfld.	46	461	219	46	46-TV	St. John's, Nfld.	46
47	47-TV	St. John's, Nfld.	47	471	219	47	47-TV	St. John's, Nfld.	47
48	48-TV	St. John's, Nfld.	48	481	219	48	48-TV	St. John's, Nfld.	48
49	49-TV	St. John's, Nfld.	49	491	219	49	49-TV	St. John's, Nfld.	49
50	50-TV	St. John's, Nfld.	50	501	219	50	50-TV	St. John's, Nfld.	50
51	51-TV	St. John's, Nfld.	51	511	219	51	51-TV	St. John's, Nfld.	51
52	52-TV	St. John's, Nfld.	52	521	219	52	52-TV	St. John's, Nfld.	52
53	53-TV	St. John's, Nfld.	53	531	219	53	53-TV	St. John's, Nfld.	53
54	54-TV	St. John's, Nfld.	54	541	219	54	54-TV	St. John's, Nfld.	54
55	55-TV	St. John's, Nfld.	55	551	219	55	55-TV	St. John's, Nfld.	55
56	56-TV	St. John's, Nfld.	56	561	219	56	56-TV	St. John's, Nfld.	56
57	57-TV	St. John's, Nfld.	57	571	219	57	57-TV	St. John's, Nfld.	57
58	58-TV	St. John's, Nfld.	58	581	219	58	58-TV	St. John's, Nfld.	58
59	59-TV	St. John's, Nfld.	59	591	219	59	59-TV	St. John's, Nfld.	59
60	60-TV	St. John's, Nfld.	60	601	219	60	60-TV	St. John's, Nfld.	60
61	61-TV	St. John's, Nfld.	61	611	219	61	61-TV	St. John's, Nfld.	61
62	62-TV	St. John's, Nfld.	62	621	219	62	62-TV	St. John's, Nfld.	62
63	63-TV	St. John's, Nfld.	63	631	219	63	63-TV	St. John's, Nfld.	63
64	64-TV	St. John's, Nfld.	64	641	219	64	64-TV	St. John's, Nfld.	64
65	65-TV	St. John's, Nfld.	65	651	219	65	65-TV	St. John's, Nfld.	65
66	66-TV	St. John's, Nfld.	66	661	219	66	66-TV	St. John's, Nfld.	66
67	67-TV	St. John's, Nfld.	67	671	219	67	67-TV	St. John's, Nfld.	67
68	68-TV	St. John's, Nfld.	68	681	219	68	68-TV	St. John's, Nfld.	68
69	69-TV	St. John's, Nfld.	69	691	219	69	69-TV	St. John's, Nfld.	69
70	70-TV	St. John's, Nfld.	70	701	219	70	70-TV	St. John's, Nfld.	70
71	71-TV	St. John's, Nfld.	71	711	219	71	71-TV	St. John's, Nfld.	71
72	72-TV	St. John's, Nfld.	72	721	219	72	72-TV	St. John's, Nfld.	72
73	73-TV	St. John's, Nfld.	73	731	219	73	73-TV	St. John's, Nfld.	73
74	74-TV	St. John's, Nfld.	74	741	219	74	74-TV	St. John's, Nfld.	74
75	75-TV	St. John's, Nfld.	75	751	219	75	75-TV	St. John's, Nfld.	75
76	76-TV	St. John's, Nfld.	76	761	219	76	76-TV	St. John's, Nfld.	76
77	77-TV	St. John's, Nfld.	77	771	219	77	77-TV	St. John's, Nfld.	77
78	78-TV	St. John's, Nfld.	78	781	219	78	78-TV	St. John's, Nfld.	78
79	79-TV	St. John's, Nfld.	79	791	219	79	79-TV	St. John's, Nfld.	79
80	80-TV	St. John's, Nfld.	80	801	219	80	80-TV	St. John's, Nfld.	80
81	81-TV	St. John's, Nfld.	81	811	219	81	81-TV	St. John's, Nfld.	81
82	82-TV	St. John's, Nfld.	82	821	219	82	82-TV	St. John's, Nfld.	82
83	83-TV	St. John's, Nfld.	83	831	219	83	83-TV	St. John's, Nfld.	83
84	84-TV	St. John's, Nfld.	84	841	219	84	84-TV	St. John's, Nfld.	84
85	85-TV	St. John's, Nfld.	85	851	219	85	85-TV	St. John's, Nfld.	85
86	86-TV	St. John's, Nfld.	86	861	219	86	86-TV	St. John's, Nfld.	86
87	87-TV	St. John's, Nfld.	87	871	219	87	87-TV	St. John's, Nfld.	87
88	88-TV	St. John's, Nfld.	88	881	219	88	88-TV	St. John's, Nfld.	88
89	89-TV	St. John's, Nfld.	89	891	219	89	89-TV	St. John's, Nfld.	89
90	90-TV	St. John's, Nfld.	90	901	219	90	90-TV	St. John's, Nfld.	90
91	91-TV	St. John's, Nfld.	91	911	219	91	91-TV	St. John's, Nfld.	91
92	92-TV	St. John's, Nfld.	92	921	219	92	92-TV	St. John's, Nfld.	92
93	93-TV	St. John's, Nfld.	93	931	219	93	93-TV	St. John's, Nfld.	93
94	94-TV	St. John's, Nfld.	94	941	219	94	94-TV	St. John's, Nfld.	94
95	95-TV	St. John's, Nfld.	95	951	219	95	95-TV	St. John's, Nfld.	95
96	96-TV	St. John's, Nfld.	96	961	219	96	96-TV	St. John's, Nfld.	96
97	97-TV	St. John's, Nfld.	97	971	219	97	97-TV	St. John's, Nfld.	97
98	98-TV	St. John's, Nfld.	98	981	219	98	98-TV	St. John's, Nfld.	98
99	99-TV	St. John's, Nfld.	99	991	219	99	99-TV	St. John's, Nfld.	99
100	100-TV	St. John's, Nfld.	100	1001	219	100	100-TV	St. John's, Nfld.	100

CBC and private affiliates have available all network service except that, in the case of commercial service, sponsors have the option as to whether or not they wish to purchase private affiliated stations. Affiliated stations are required to carry certain amounts of the network program service. In radio this is referred to as "network reserved time" and refers to sustaining programs only, while in television it is "network option time" and includes both commercial and sustaining programs. All affiliates are paid on the basis of their network card rate for the commercial programs they carry. Sustaining network programs are provided free of charge by CBC and broadcast free of charge by the affiliate.

NETWORK SUMMARY		BASIC				SUPPLEMENTARY			
NETWORK		CBC	(Aux.)	Private	(Aux.)	CBC	Private	(Aux.)	TOTAL
RADIO (ENGLISH)	23	86*	54	—	—	—	—	—	163
RADIO (FRENCH)	4	13*	27	—	—	—	—	—	44
TELEVISION (ENGLISH)	8	14**	23	18**	2	15	28**	—	108
TELEVISION (FRENCH)	4	5**	9	14**	—	—	—	—	32
TOTAL	37	117	113	32	2	15	28	—	347

Auxiliary Stations: *Low-Power Relay Station (Radio)

**Rebroadcasting and Network Relay Stations (TV)

CBC ENGLISH RADIO NETWORK
AND CBC NORTHERN SERVICE



CBC FRENCH RADIO NETWORK

CBC ENGLISH RADIO NETWORK

LOW POWER RELAY TRANSMITTERS

RADIO NETWORKS

CBC ENGLISH RADIO NETWORK STATIONS

Map Call Code Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
1. CBJ	St. John's, Nfld.	840	10,000
2. CBR	Gander, Nfld.	1,450	250
3. CBF	Grand Falls, Nfld.	540	10,000
4. CBN	Corner Brook, Nfld.	790	1,000
5. CHL	Sydney, N.S.	1,140	10,000 DA-N
6. CHA	Antigonish, N.S.	580	5,000 DA-1
7. CHG	New Glasgow, N.S.	1,320	5,000 DA-1
8. CHL	Truro, N.S.	600	1,000 DA-1
9. CHL	Halifax, N.S.	860	10,000 DA-N
10. CHW	Bridgewater, N.S.	1,000	10,000 DA-N
11. CHN	Yarmouth, N.S.	1,340	250
12. CHL	Charlottetown, P.E.I.	630	5,000 DA-N
13. CHL	Sackville, N.B.	1,070	50,000
14. CHSJ	Saint John, N.B.	1,150	5,000 N DA-2
15. CKMR	Newcastle, N.B.	790	1,000 DA-1
16. CKBC	Barbours, N.B.	1,360	10,000 DA-N
17. CFNB	Fredricton, N.B.	550	50,000 DA-2
18. CKNB	Campbellton, N.B.	950	10,000 DA-2
19. CJCJ	Woodstock, N.B.	920	1,000 N
20. CJCQ	Quebec, Que.	1,340	250
21. CJB	Montreal, Que.	940	50,000
22. CJB	Ottawa, Ont.	910	5,000 DA-1
23. CJB	Smiths Falls, Ont.	630	1,000 DA-1
24. CJB	Pembroke, Ont.	1,350	1,000 DA-1
25. CJB	Brockville, Ont.	1,450	1,000 DA-1
26. CJB	Kingsville, Ont.	960	5,000 DA-1
27. CJB	Belleville, Ont.	800	1,000 DA-1
28. CJB	Peterborough, Ont.	980	5,000 DA-2
29. CJB	Toronto, Ont.	740	50,000
30. CJB	Kitchener, Ont.	1,490	10,000 DA-2
31. CJB	London, Ont.	980	10,000 N
32. CJB	Stratford, Ont.	1,240	500
33. CJB	Windsor, Ont.	1,550	10,000 DA-1
34. CJB	Sarnia, Ont.	1,070	5,000
35. CFOS	Orwen Sound, Ont.	560	1,000 DA-N
36. CFOR	Orillia, Ont.	1,570	10,000 DA-2
37. CFCH	North Bay, Ont.	600	1,000 N
38. CJKL	Kirkland Lake, Ont.	560	5,000 DA-N
39. CKGB	Timmins, Ont.	680	10,000 DA-2
40. CKSO	Sudbury, Ont.	790	10,000 DA-2
41. CKAR	Huntsville, Ont.	630	2,500 N
42. CKLY	Lindsay, Ont.	910	1,000 DA-1
43. CJNI	Blind River, Ont.	730	1,000 DA-N
44. CJCJ	Sault Ste. Marie, Ont.	1,050	2,500 N DA-N
45. CFPA	Port Arthur, Ont.	1,230	1,000
46. CFPO	Fort Frances, Ont.	800	1,000
47. CJB	Kemora, Ont.	1,220	500
48. CJB	Winnipeg, Man.	990	50,000
49. CKX	Brandon, Man.	1,150	10,000 DA
50. CKX	Regina, Sask.	540	50,000
51. CHAT	Medicine Hat, Alta.	1,270	10,000 DA-1
52. CHAT	Calgary, Alta.	1,270	10,000 DA-1
53. CHAT	Edmonton, Alta.	1,010	50,000 DA-1
54. CHAT	Calgary, Alta.	740	250
55. CHAT	Edmonton, Alta.	960	10,000 DA-N
56. CHAT	Grande Prairie, Alta.	1,050	10,000 DA-1

59. CKLN	Nelson, B.C.	1,390	1,000 DA-1
60. CJAT	Trail, B.C.	610	1,000
61. CKOV	Kelowna, B.C.	630	1,000
62. CJIB	Vernon, B.C.	660	1,000
63. CJAV	Park Ridge, B.C.	1,230	250
64. CKOK	Penticton, B.C.	890	10,000 DA
65. CFJC	Kamloops, B.C.	910	10,000 DA
66. CKPG	Prince George, B.C.	590	1,000 N
67. CHWK	Chilliwack, B.C.	1,270	10,000 DA-1
68. CBU	Vancouver, B.C.	690	10,000 DA-1
69. CJVI	Victoria, B.C.	690	10,000 DA-1
70. CFPR	Prince Rupert, B.C.	1,230	250
71. CFPC	Courtenay, B.C.	1,440	1,000 DA-N

CBC ENGLISH RADIO NETWORK
LOW POWER TRANSMITTERS

1. CBAB	Grand Falls, N.B.	1,350	40
2. CBAC	Barrington, N.S.	540	40
3. CBAD	Plaster Rock, N.B.	990	40
4. CBAM	Edmundston, N.B.	1,490	40
5. CBAN	Andover, N.B.	1,140	40
6. CHAO	St. Stephen, N.B.	990	40
7. CHLA	Astoria, Ont.	1,400	20
8. CHLB	Schreiber, Ont.	1,310	20
9. CHLC	Chapleau, Ont.	1,090	20
10. CHLD	Beardmore, Ont.	1,240	20
11. CHLE	Foley, Ont.	1,450	20
12. CHLF	Geraldton, Ont.	730	20
13. CHLG	Hornepayne, Ont.	1,340	20
14. CHLI	Deep River, Ont.	540	40
15. CHLJ	Wawa, Ont.	540	40
16. CHLK	Langlois, Ont.	1,490	20
17. CHLM	Marathon, Ont.	1,490	20
18. CHLN	Nakina, Ont.	1,240	40
19. CHLO	Mattawa, Ont.	1,240	40
20. CHLP	Esplanada, Ont.	1,240	40
21. CHLQ	Litchfield, Ont.	400	40
22. CHLR	Red Rock, Ont.	1,010	20
23. CHLS	Snow Lake, Ont.	1,240	20
24. CHLT	Theriot, Ont.	600	40
25. CHLU	White River, Ont.	1,240	20
26. CHLV	Haliburton, Ont.	1,400	40
27. CHLW	Nimond, Que.	740	40
28. CHMA	St. Francis, Nfld.	740	40
29. CHBA	Revelstoke, B.C.	860	20
30. CHBB	Burns Lake, B.C.	860	20
31. CHBC	Terrace, B.C.	860	20
32. CHBD	Field, B.C.	860	20
33. CHBE	Lytle, B.C.	1,080	20
34. CHBF	Fernie, B.C.	730	20
35. CHBG	Prince George, B.C.	860	20
36. CHBH	New Hazelton, B.C.	1,110	20
37. CHBI	Grand Forks, B.C.	860	20
38. CHBJ	Kimberley, B.C.	900	20
39. CHBK	Williams Lake, B.C.	860	20
40. CHBL	Creston, B.C.	740	20
41. CHBM	North Bend, B.C.	800	40
42. CHBN	Greenwood, B.C.	740	20
43. CHBO	Prosser, B.C.	860	40
44. CHBP	Quesnel, B.C.	800	20
45. CHBR	Cranbrook, B.C.	860	20
46. CHBS	Smithers, B.C.	1,360	20
47. CHBT	Ashcroft, B.C.	860	20
48. CHBU	Vanderhoof, B.C.	1,110	20
49. CHBV	Oliver, B.C.	730	20
50. CHBW	Castlegar, B.C.	860	20
51. CHBX	Salmon Arm, B.C.	740	20
52. CHBY	Chetwynd, B.C.	740	20
53. CHBZ	Fort St. John, B.C.	740	20
54. CHCA	Chase, B.C.	860	40
55. CHCB	New Denver, B.C.	740	40
56. CHCC	Stewart, B.C.	860	40

60. CHUK	Kidmat, B.C.	760	20
61. CHUL	Lillooet, B.C.	860	40
62. CHUM	Nakup, B.C.	860	40
63. CHUN	Fraser, B.C.	860	40
64. CHUP	Merritt, B.C.	860	40
65. CHUQ	Lake Wadsworth, B.C.	860	40
66. CHUR	Houston, B.C.	1,110	20
67. CHUS	100 Mile House, B.C.	860	40
68. CHXB	Banff, Alta.	860	40
69. CHXC	Calgary, Alta.	1,450	20
70. CHXD	Edmonton, Alta.	1,110	40
71. CHXE	Golden, Alta.	730	20
72. CHXF	Hinton, Alta.	740	40
73. CHXJ	Jasper, Alta.	860	20
74. CHXL	Blaineau, Alta.	860	20
75. CHXM	McDillie, B.C.	860	20
76. CHXN	Nasal, B.C.	1,490	20

CBC FRENCH RADIO NETWORK STATIONS

101. CBAP	Moncton, N.B.	1,300	5,000 DA-1
102. CJEM	Edmundston, N.B.	570	1,000 DA-1
103. CKBL	Moscow, Que.	1,250	5,000 DA-1
104. CHNC	New Carlisle, Que.	610	5,000 DA-1
105. CJBR	Rimouski, Que.	900	10,000 DA-N
106. CJFP	River-de-la-Loque, Que.	1,400	1,000 DA-1
107. CJB	Chicoutimi, Que.	1,580	10,000 DA-1
108. CJB	Val-de-la-Petite, Que.	1,350	1,000 N
109. CKML	Mont Laurier, Que.	610	1,000 DA-N
110. CBV	Quebec, Que.	980	5,000 DA-1
111. CHLN	St. Roch, Que.	550	10,000 DA-1
112. CHLB	Roberval, Que.	910	1,000 DA-N
113. CHLM	La Tuque, Que.	1,240	1,000 DA-1
114. CKLD	Thetford Mines, Que.	1,230	10,000 DA-1
115. CKRB	Ville St. Georges, Que.	1,440	5,000 DA-1
116. CHLT	Sherbrooke, Que.	630	10,000 DA-1
117. CBF	Montréal, Que.	690	50,000
118. CKCH	Québec, Que.	970	5,000 DA-1
119. CKRN	Rouyn, Que.	1,400	1,000 DA-1
120. CKVD	Val d'Or, Que.	1,230	1,000 DA-1
121. CKLS	La Sarre, Que.	1,240	250
122. CHAD	Amos, Que.	1,340	250
123. CKYM	Val de la Rivière, Que.	710	10,000 DA-1
124. CPCL	Timmins, Ont.	620	10,000 DA-1
125. CPBR	Sudbury, Ont.	550	2,500 DA-1
126. CKSB	St. Boniface, Man.	1,050	10,000 DA-N
127. CPNS	Saskatoon, Sask.	1,170	1,000 DA-1
128. CPGR	Gravelbourg, Sask.	710	5,000
129. CHFA	Edmonton, Alta.	680	5,000 DA-1
130. CPKL	Schellville, Que.	1,230	250
131. CJAF	Cabano, Que.	1,340	250

CBC FRENCH RADIO NETWORK
LOW POWER RELAY TRANSMITTERS

130. CBAA	Wedgeport, N.S.	990	40
131. CBAB	Digby, N.S.	990	40
132. CBAC	Weymouth, N.S.	1,550	40
133. CBAD	Meteghan, N.S.	290	40
134. CBAB	Windsor, N.S.	1,270	40
135. CBAB	Kedgwick, N.B.	990	40
136. CBAL	St. Quentin, N.B.	1,230	40
137. CBAP	Mégantic, Que.	990	20
138. CBAP	St. Jean, Que.	990	20
139. CBAP	St. Jean, Que.	990	20
140. CBAL	Kirkland Lake, Ont.	1,090	40
141. CBAL	Smooth Rock Falls, Ont.	540	40
142. CBAL	Hearst, Ont.	1,110	40

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Canadian
Broadcasting
Corporation
Annual report
1963-1964

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- A55

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the directors of the corporation

J.A. Ouimet, Ottawa (*President*)
 W.E.S. Briggs, Ottawa (*Vice-President*)
 Mrs. Ellen Armstrong, Calgary
 Mrs. Alixe Carter, Salmon Arm, B.C.
 R.L. Dunsmore, Montreal*
 Raymond Dupuis, Montreal
 F.L. Jenkins, London
 C.B. Lumsden, Wolfville, N.S.
 D.M. MacAulay, Sackville, N.B.*
 T.W.L. MacDermot, Lennoxville, Que.*
 W.L. Morton, Winnipeg
 Roger N. Séguin, Ottawa

*R.L. Dunsmore resigned on July 3, 1963 and was replaced by T.W.L. MacDermot on September 10, 1963.

D.M. MacAulay replaced N.B. Buchanan on July 17, 1963.

F.L. Jenkins was appointed Chairman, Finance Committee, on June 26, 1963.

On September 6, 1963, all Directors became members of the Program Committee.

On October 29, 1963, Roger N. Séguin was appointed Chairman of the Program Committee replacing C.B. Lumsden.



J. A. Ouimet
(President)



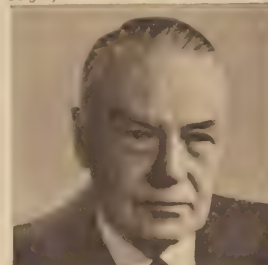
W. E. S. Briggs
(Vice-President)



Mrs. Ellen Armstrong
Calgary



Mrs. Alixe Carter
Salmon Arm, B. C.



R. L. Dunsmore
Montreal*



Raymond Dupuis
Montreal



F. L. Jenkins
London



C. B. Lumsden
Wolfville, N.S.



D. M. MacAulay
Sackville, N.B.*



T. W. L. MacDermot
Lennoxville, Que.*



W. L. Morton
Winnipeg



Roger N. Séguin
Ottawa

senior officers

Head Office

J.A. Ouimet: *President*
W.E.S. Briggs: *Vice-President*
J.R. Allyn: *General Counsel*
V.F. Davies: *Comptroller*
R.C. Fraser: *Vice-President, Corporate Affairs*
J.P. Gilmore: *Vice-President, Personnel and Operations*
E.S. Hallman: *Vice-President, Programming*
J.E. Hayes: *Director of Engineering and Technical Services***
C. Jennings: *General Manager, Regional Broadcasting*
M. Ouimet: *General Manager, Network Broadcasting (French)*
W.G. Richardson: *Director of Engineering and Technical Services***
H.G. Walker: *General Manager, Network Broadcasting (English)*

Operating Divisions and Regions

English Networks and Toronto Area :
A.K. Morrow, Toronto
French Networks and Quebec Region :
G. Lamarche, Montreal
Newfoundland : W.F. Galgay, St. John's
Maritimes : S.R. Kennedy, Halifax
Prairies : J.R. Finlay, Winnipeg
British Columbia : K.P. Caple, Vancouver
Ottawa Area : J.J. Dunn
International Service :
C.R. Delafield, Montreal
Northern and Armed Forces Services :
A.G. Cowan, Ottawa

W.G. Richardson retired on December 31st, 1963, and was replaced by J.E. Hayes on January 1st, 1964.

executive committee

J.A. Ouimet, *Chairman*
W.E.S. Briggs
R.L. Dunsmore*
Raymond Dupuis
F.L. Jenkins
C.B. Lumsden
Roger N. Séguin

finance committee

R.L. Dunsmore, *Chairman**
F.L. Jenkins, *Chairman**
J.A. Ouimet
W.E.S. Briggs
Mrs. Ellen Armstrong
Raymond Dupuis

program committee

C.B. Lumsden, *Chairman**
Roger N. Séguin, *Chairman**
J.A. Ouimet
W.E.S. Briggs
Mrs. Ellen Armstrong
Mrs. Alixe Carter
Raymond Dupuis
F.L. Jenkins
D.M. MacAulay
T.W.L. MacDermot
W.L. Morton



canadian broadcasting corporation

Ottawa, June 30, 1964

The Honorable Maurice Lamontagne, M.P.,
Secretary of State,
Ottawa.

Dear Sir:

In accordance with the provisions
of Section 36, Part II, of the Broadcasting Act,
I submit herewith the annual report
of the Canadian Broadcasting Corporation
for the year ended March 31, 1964.

Yours faithfully,

Alphonse Ouimet,
PRESIDENT

the corporation

Under the terms of the Broadcasting Act of 1958 the CBC is a corporation "consisting of a President, a Vice-President and nine other directors . . ." These eleven directors are all Canadians drawn from various walks of life and the various geographical regions of Canada. They are the Corporation.

To this representative group of Canadians, Parliament has delegated the responsibility, the authority and the initiative for "operating a national broadcasting service." That is the broad instruction given by Parliament to the people who act as the trustees of Parliament in directing and overseeing the operations and development of the CBC as the publicly-owned national broadcasting service.

A major task under this assigned responsibility and initiative has been the definition of the "national broadcasting service". The trustees have done this by stating broad aims and objectives for the Corporation and then presenting them to Parliament through Parliamentary Committees, Royal Commissions and annual reports. Parliament has accepted these stated aims and objectives which are now known as the Parliamentary Mandate of the CBC. In short form they are stated as the four basic principles of the Corporation:

1. To be a complete service, covering in fair proportion the whole range of programming; bringing things of interest, value, and entertainment to people of all tastes, ages, and interests, and not concentrating on some aspects of broadcasting to the exclusion of others.

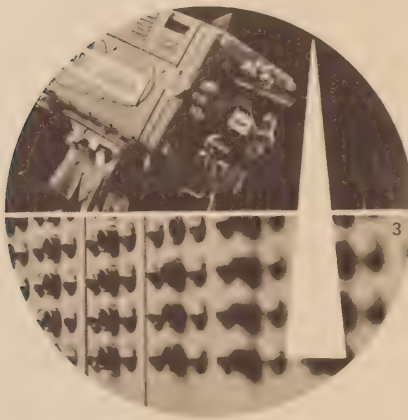
2. To link all parts of the country in two ways: (1) through the inclusion of a wide variety of national and common interests in its program services; (2) by using its physical resources to bring the national program service to as many Canadians as finances allow. Whether Canadians live in remote or heavily populated areas the national system should serve them as adequately and equitably as possible.

3. To be predominantly Canadian in content and character. It should serve Canadian needs and bring Canadians in widely-separated parts of the country closer together, contributing to the development and preservation of a sense of national unity.

4. To serve equitably the two main language groups and cultures, and the special needs of Canada's various geographical regions.

CBC annual reports, such as this, provide an annual accounting to Parliament by the Directors on their stewardship of the public sector in broadcasting.

The directors epitomize a basic tenet to the effect that broadcasting exists to serve people, and not vice versa. They are men and women of varying backgrounds and skills whose approach to broadcasting is that of the layman, not the professional.



They represent the various viewpoints and tastes that are to be found in the broadcasting audience and it is their task to set policies which will ensure that these differing viewpoints and tastes are met on a fair, equitable and continuing basis.

The Directors must not only provide the broad policies on which the CBC programming approach is based, they must also determine and obtain the necessary financial resources for the task, keeping always in mind the heavy public responsibility assigned by Parliament and the accompanying accountability.

To carry out their collective responsibilities the Directors supplement the work of the full Board of Directors with specific assignments to three committees; the Executive Committee, the Program Committee and the Finance Committee.

The Executive Committee is the emergency group. It acts under the chairmanship of the President to deal expeditiously with unforeseen and urgent matters which require the Directors' sanction but which cannot await a meeting of the Board. Its decisions are subject to ratification by the full Board.

The Program Committee is essentially the CBC audience in miniature. It is concerned with CBC programs that are to be broadcast and it is equally concerned with those programs that have been broadcast. The Program Committee has the dual task of recommending to the Directors in matters of broad policy, to guide CBC program production and then of assessing the effectiveness of these policies and the manner in which they have been carried out.

The Committee's role is of such importance that its membership includes all Directors.

The Committee has utilized a systematic approach to questions of broad policy. Starting in 1958 it has thoroughly reviewed in detail the policies and approach of all CBC program areas, updating or modifying these wherever deemed necessary. These reviews are carried out in conjunction with the appropriate Corporate and operational officers and are subject to periodic reassessment.

1

*Marina Svetlova and Oleg Briansky dancing an excerpt from **The Seasons**, by Glazounov, presented on l'Heure du concert.*

2

*The second bilingual variety show **De ville en ville—A Show From Two Cities** was broadcast simultaneously on the English and French TV networks on Christmas Day.*

3

Radio and television broadcasting demands complex arrays of technical equipment.

The Committee meets for not less than one full day every two months with a good share of each meeting devoted to a review of certain programs broadcast in the preceding period. Special and continuing attention is given to such matters as good taste and the application of proper balance in programs dealing with opinions and controversy. The Committee will occasionally screen a broadcast program which has aroused an unusual public response. At each meeting the Committee discusses future program plans in a general way with senior program officers as well as major problems which may arise.

The Committee's basic task is to assure the continued provision of a well-balanced, entertaining and mature program service which reflects at all times a high sense of responsibility towards the listening and viewing public.

The Finance Committee is the most active of the three in that it meets at least once each month to assess, review and plan the Corporation's over-all financial performance. It has a membership of five, including highly-qualified and experienced businessmen from outside the Corporation.

The Committee is an integral part of the Corporation's financial planning and control process which starts with CBC divisions, moves up through the Budget Committee, the President, the Finance Committee of the Board, the full Board, the Treasury Board of the Government and finally Parliament itself.

The Finance Committee has two basic functions. It acts as the financial eye of the Directors in CBC operational spending and it assists CBC management in long range financial planning.

The Committee devotes part of each meeting to a study of the monthly balance sheet and revenue and expenditure statements. It reviews all major financial proposals including property leases, land purchases, building programs and technical development, recommending on these matters to the full Board. It also reviews financial aspects of all staff matters on a monthly basis including major negotiations with the various unions and the overall staff establishment. During the past year the Committee has devoted an increasing amount of time and study to the financial planning of the Corporation following a government announcement that longer range financing for the CBC was a matter of government policy.

Meetings of the Directors normally extend over a three-day period. Most are held in Ottawa but it is a practice each year to hold two or three meetings at other locations in order to remain familiar with conditions and needs of the various geographical areas. The Board met seven

times during the year under review: in Ottawa April 2, 3 and 4, 1963; May 30, 31 and June 1; June 24, 25 and 26; in Vancouver September 4, 5 and 6; in Ottawa October 28, 29 and 30; in Toronto December 2, 3 and 4; and in Ottawa February 10, 11 and 12, 1964.

In addition a representative committee of the Directors travelled to the Western Arctic in September, 1963, visiting the Corporation's facilities at various locations to assess at first hand the broadcasting problems and needs of these communities.

Details of the changes in the make-up of the CBC Directors during the year ended March 31, 1964, are outlined at the front of this report.

the broadcasting system

The combination of public and private sectors within the Canadian system of broadcasting continued to provide a wide range and choice of broadcast fare for the public. Approximately two thirds of all Canadians now have a choice between the complete national program services of the CBC and those of the private stations.

To implement its Parliamentary Mandate, which is supported largely by public financing, the CBC provides wide choices in program fare, serving both general and selective audiences on an appreciable and continuing basis. The private sector, with commercial revenue its sole source of income, is more heavily oriented towards light entertainment in terms of program volume. Because of these differing program philosophies and practices the public has a choice of types of programs during much of the broadcast day in those areas served by stations of both sectors.

While programming aspects of the system are generally working well, a three-man Committee, chosen from the Corporation, the Board of Broadcast Governors and the Canadian Association of Broadcasters devoted much time during the year to an exchange of personal views on the system generally and especially its administrative facets. This review was carried out by Dr. Andrew Stewart, Mr. Don Jamieson and Mr. Alphonse Ouimet at the request of the then Secretary of State, the Hon. J.W. Pickersgill. At year end the Committee was preparing its final report. In an interim report tabled in the House of Commons on September 24, 1963, the Committee recommended a "hold" on further hearings for the extension of alternative television service until after July 1, 1964; agreed to recommend in principle that when the further extension of alternative television service occurred it should be done through extension of CBC transmission facilities; and also supported a

government policy calling for the budget for public broadcasting to be determined by Parliament for a period of years. The personal views of the members of the Committee may well be available elsewhere at the time this report is issued and are not dealt with herein. The Corporation believes that an exchange of views between representatives of the various components of the broadcasting system can be a useful device for the future whether carried out formally or informally and it would wish to participate in such talks. While such exchanges of views are helpful and can contribute a great deal to the smoother operation of the broadcasting system generally, the Corporation does not believe they should replace Canada's traditional and basic approach to broadcasting matters—the public inquiry.

Une soirée de chansons avec Gilles Vigneault was presented on the French television network, following a show at the Comédie-Canadienne in Montreal. Viewers of the English network also were able to see the "poète de la Côte Nord" in a program devoted to Canadian song-writers



Such major public inquiries might very well establish the whole broadcasting system on a "charter" basis for a period of perhaps ten years, giving both the public and private sectors of the system a firm basis on which to operate during this known period. This would do much to dissipate dissensions which have plagued Canadian broadcasting over the years and which have arisen largely from anxieties caused by uncertainty.

From the Corporation's point of view, this would make possible orderly and efficient development of the national services; for private broadcasters, it would presumably have parallel benefits. Above all, such a "charter" basis—similar to that on which the BBC operates—would be conducive to a clearer public understanding of broadcasting's responsibilities and status, and this in itself is of profound importance to the health of the system.

The Corporation would expect to provide such an inquiry with an estimate of long-range financial requirements covering the period between reviews and an outline of expected development in services and coverage. In the CBC view, the placing of broadcasting on such a basis is now warranted in this country.

In the CBC view a major study should precede the establishment of any new "charter" period and should establish the pattern for that period. Because broadcasting is fundamentally a public service whether the broadcaster be part of the public or the private sector the views of individuals and groups of citizens should be sought along with those of the professional broadcasters and those associated with the industry.

The CBC believes broadcasting in Canada has now developed to a point where the adoption of a "charter" or some variation thereof is not only warranted but desirable and necessary if broadcasting is to develop a true stability and maturity.

The past year has been marked by increased co-operation between the major components of the system and in the retrospect of future years this may well prove to be the most significant development of the period.

The Corporation has enjoyed particularly good relations with the private sector generally, as represented by the Canadian Association of Broadcasters, and specifically with those many private radio and television stations which are affiliated with CBC networks as outlets for a good share of the national program services.

Approximately 23 percent of all Canadians are served only by private stations in radio and about 31 percent in television. The Corporation thus requires the facilities of these stations for the distribution of a good share of its network services. In radio this totals not less than 25 to 26 hours per week and in television the weekly total is not less than 36 hours.



CBC's foreign correspondents got together in a Toronto studio for a televised year-end review of world events.

Quite a few stations carry more than these amounts.

While the Corporation is following a long range policy of increasing self-coverage it will require the continued services and co-operation of many private affiliates for many years to come. While the Corporation and its affiliates operate on the basis of signed affiliation agreements a great deal of co-operation exists outside the terms or requirements of the agreements. Much credit for this must be given to Joint CBC-Affiliate Radio and TV Advisory Committees which meet three or four times yearly to discuss network operations from the affiliate standpoint.

biculturalism

Elsewhere in this report is a summary of some of the main findings of an Attitude Survey conducted by the Corporation last year. One result of the survey which caused CBC concern was the opinion shown on the CBC aim of "helping French Canadians and English Canadians to understand and learn about each other." Eighty-seven percent of English-speaking Canadians and 94 percent of French Canadians felt this to be important or very important. However, only 74 percent of French-speaking Canadians and 51 percent of English-speaking Canadians felt that CBC was fulfilling this latter function "well" or "very well".

The fact that 30 percent of English-speaking Canadians feel the CBC is not doing enough in this respect clearly indicated a climate of opinion calling for renewed efforts by the CBC in a job which we have always considered to be one of our primary functions. At the same time CBC is conscious of the dangers of over-treatment of this subject.

The Corporation has been exploring ways of furthering these aims in the most effective ways through its programming.

With a view to co-ordinating this work on a long-range basis, the Corporation brought together in February some 90 of its chief program officers and senior executives from all parts of Canada for intensive discussions at a three day con-

ference at Montebello, P.Q. The conference may well prove to have been one of the most valuable in the CBC history. Visible results are expected in the forthcoming year.

technical developments

coverage policy

From the beginning of public broadcasting in Canada the obligation to extend coverage of the national broadcasting system in both of Canada's official languages has been recognized as a vital part of the over-all obligation imposed by the Broadcasting Act to provide "a national broadcasting service". First in radio and then in television it has been the policy of the Corporation to establish facilities to serve those Canadians beyond the reach of existing CBC stations or of private stations affiliated with the CBC networks. This steady program of extension of coverage has always been subject to the availability of the necessary funds and to various technical limitations, such as the availability of broadcasting frequencies and network services.

Over the years extension of the national service to more and more Canadians has been achieved through a contribution of public and private initiative. The combination in networks of CBC-owned stations and privately-owned stations ensured that within a relatively short period a majority of Canadians were able to receive the national service. Thus, in radio some 98 percent of the population has been covered for some years and in television the 90 percent figure was passed in 1961.

The remaining few percent are progressively difficult to serve. They are the people living in small communities or in rural areas and generally remote from the larger centres of population. In both television and radio the dramatic extensions of coverage which marked the developing years of the media are a thing of the past. For the last few years in both television and radio the Corporation has been engaged in an unspectacular but steady program of extending service to remote



George Atkins, host of Countrytime.

areas. There are many such areas in Canada, and many small communities which want and deserve broadcasting service. The Corporation has followed the policy of extending service first to those areas where most people can be served at least cost.

This has resulted in the adoption of a per capita formula whereby the cost of a proposed installation is divided by the number of people which it would serve. Under this formula the areas with the lowest per capita cost generally have a priority in coverage plans.

However, while per capita cost is the key factor in establishing coverage priorities, language, geographical distribution and isolation are other factors which are considered in determining priorities. These factors must be taken into account to avoid concentration of service in any year on one or the other official language or in one or another region of the country. The isolation factor takes cognizance of communities, often growing ones, which lack transportation, communication and other facilities which are available in most Canadian centres.

At the present time the Corporation's planning in radio takes into account areas of Canada with a population of more than 500 which could be served by one transmitter. In television because of higher costs, the minimum population figure is 2,000. All areas which, on the basis of the latest available DBS figures, have this many people are entered on the Corporation's planning lists. At the present time there are approximately 122 communities on the radio planning list and about 60 on the television list. The possibility of bringing service to each of these areas and the costs involved have

been given preliminary study and priorities established.

It must be stressed that the planning and study mentioned above is essentially tentative. It is always subject to revision in the light of final investigation and of actual quotations on costs for the provision of facilities. This is but one of the reasons why planning and priority lists are subject to change. They are also affected by developments in the private sector of broadcasting, which may result in the provision of service to any of the unserved areas, by growth and decline of population of communities on the lists, by proximity of communities to microwave or land-line facilities and so on. The number of variables involved means that there are constant changes in the planning lists from year to year and sometimes oftener.

other methods

The system of priorities outlined above has been followed by CBC for some years and is in line with the proportion of the over-all budget which it is felt can be devoted to this aspect of development. On this basis it is clear that the needs of these communities cannot all be met at once without seriously neglecting other phases of the national service. In fact, at the present rate, the communities mentioned above will not all be served for perhaps ten years.

The capital cost of extending service to these communities over a 10-year period starting in 1964 would probably be upwards of \$15,000,000. Strong suggestions from many quarters, however, have caused CBC to study the cost and time

factors in other possible methods of meeting the problem.

It has been suggested that this program be accelerated as a matter of national importance. If, for example, Parliament were so to decide, and to provide the financing in the form of a special grant, it would probably be possible to shorten the time factor to a few years, with the co-operation of equipment companies. The aspects of this are being explored.

other responsibilities

new production centres

The extension of television service to unserved areas is but one aspect of the Corporation's responsibilities. Two other aspects are the gradual provision of basic production facilities in each province and the replacement of obsolete facilities in order to maintain operations at a high level of efficiency. All three aspects are important and each year as part of its planning responsibility, the Corporation tries to maintain an equitable balance among the three in the interests of the total service that it is obliged to provide. The establishment of production facilities and associated transmitters has a twofold purpose. In the first place, through CBC owned transmitting facilities, the complete national service is made available to the audience. Secondly, through the production facilities the Corporation is able to tap the program resources of the area and, thus, eventually reflect the area to the rest of Canada. This enables the CBC to carry out one of its essential functions, that of showing the parts of Canada to each other, of reflecting the country to itself.

1 *Tous pour un* was a popular quiz illustrated by sketches, films or songs.

2 *The Valley Beaux and Belles*, on *Red River Jamboree*.



improvements to existing facilities

Perhaps the first job of a broadcasting service is to ensure that it does not retrogress. Broadcasting is a child of the electronic age and a notable feature of the age is the rapidity with which new developments and techniques supplant existing ones. The life of much of the equipment is short. Then, too, the electronic environment in which broadcasting functions is itself changing; the growth of industrial and private use of electrical equipment has resulted in the steady increase in the level of electrical interference in urban areas, with a consequent relative decrease in the efficiency of broadcasting signals.

All these factors emphasize the need for broadcasters to plan a systematic renewal and replacement of existing equipment and facilities. A factor of another order which tends in this direction is the desire of every broadcaster to get the best frequency, the best equipment and the maximum power in order to offer audiences a sound or a picture which compares favorably with that of other broadcasters. Provision must be made for regular improvements to existing facilities and replacement of obsolescent equipment. Meeting this need is an orderly process and each year a portion of the Corporation's available capital resources is allocated to this purpose. The consolidation of CBC broadcasting facilities at Toronto and Montreal, which will take place over a number of years, is a prime example of this aspect of CBC planning.

achievements

television

When Canadian television commenced in 1952, the CBC stations in Toronto and Montreal, then the only two in the country, provided service to 3,800,000 people or 26 percent of the total Canadian population. Just over eight years later, with the help of privately-owned affiliates, the national television service was within reach of 90 percent of Canadians — a dramatic achievement. By 1961, however, the dramatic growth of coverage was at an end. The Corporation was faced with the problem of providing service to the remaining ten percent of the population. This problem fell mainly to the Corporation because most of the still unserved areas could not offer the necessary resources in terms of advertising to be served by private broadcasters.

The accompanying table shows the growth of television coverage in Canada since 1952 and the way in which the National Service has been made available through a combination of public and private facilities.

growth of television coverage in Canada

A & B STATION CONTOUR AREAS

September, 1952 to March 31, 1964
(CBC Statistics Department)

	Percentage of the Total Canadian Population Covered by the "A" & "B" Station Contour Areas
September, 1952	26%
March 31, 1955	66%
March 31, 1958	82%
March 31, 1961	90%
March 31, 1964	94%

The year under review saw two new CBC television rebroadcasting stations brought into operation. As the year ended six more stations were under construction. All of these were stations designed either to rebroadcast the signals of existing stations or relay service direct from the television network.

In addition to these rebroadcasting and network relay stations the Corporation commenced major television installations at Quebec City and St. John's, Nfld during 1963. Unlike the rebroadcasting and network relay stations, these two metropolitan installations will have production facilities and the necessary operating staffs. Both are scheduled for completion during 1964.

radio

During the year the power of CFPR Prince Rupert was increased from 250 to 10,000 watts, greatly improving the service to the coastal areas of northern British Columbia. In the Maritimes, a new station, CBZ, was established at Fredericton and commenced operation on March 4, 1964. In addition to bringing the complete service of the CBC network to central New Brunswick, CBZ will provide the first English language production facilities which the Corporation has ever had in this Province.

During 1963 the Corporation was authorized to establish a station at Calgary and a French-language station at Ottawa. Permission was also received to transfer the 50,000 watt station CBX from Lacombe, Alberta to Edmonton replacing CBXA (250 watts) in the Alberta capital. The Corporation was authorized to erect a station at Saint John, N.B. which will operate as a rebroadcasting station of CBZ, Fredericton. All of these stations will come into operation in 1964.

Extension of CBC service to remote areas of small population concentration is achieved principally through the use of low power relay transmitters of 40 watt power. These are economical to install the major cost being the network service which must be made available to them. During the year CBC brought into opera-



*Ovila Légaré, Georges Groulx and Marcel Cabay in an adaptation by Pierre Dagenais of the celebrated play **Marius**, by Marcel Pagnol.*

tion eleven new LPRTs, bringing the national service to an additional 55,000 people and increasing the number of these unmanned transmitters to 108. The new stations are at Stephenville, Nfld.; Shelburne, N.S.; Saint-Fabien-de-Panet, Que.; Hearst, Manitouwadge and Elliot Lake, Ont.; Clinton and Fort St. John, B.C.; and Beaver Creek, Destruction Bay and Teslin in the Yukon. At the same time, the power of eight older LPRTs was doubled and the locations and frequencies of another four were altered to improve service.

As the year ended applications were on file with the Department of Transport, the licensing authority, for a further 22 LPRTs. When operating, these transmitters will bring service to an additional 95,000 people.

frequency modulation

The Corporation operates five frequency modulation stations: two at Montreal and one each at Toronto, Ottawa and Vancouver. Recent years have witnessed steady growth in the number of FM stations in both the United States and Canada, a growth attributable to both the technical advantages which FM offers and the increasing scarcity of usable frequencies in the AM spectrum. With this growth and the accompanying interest in the medium itself has gone an increased emphasis on programs especially prepared for FM transmission.

While FM has not yet fulfilled the expectations which accompanied its introduction more than 15 years ago, its potentialities are still widely recognized. There is a definite need for the Corporation to keep in the forefront of developments in this area.

CBC first commenced to program FM stations with special programming (sepa-

rate from the associated AM stations) on its Toronto, Ottawa and Montreal FM stations in 1960 on an experimental basis but had to discontinue this in 1962 because of lack of funds. Since then CBC FM stations have carried the same programs as their associated AM stations. However, at the end of 1963 the Corporation announced its intention of initiating full-time separate program service on its FM stations during 1964.

It is still too early to say when FM programming will assume a more or less permanent form and what that form will be. However, it is only through experiment and imaginative use of the medium that broadcasters can learn how it will best serve the public.

future needs

amplitude modulation

The demand which the future will make upon the Corporation in the field of AM broadcasting is twofold. First, there is the need to bring service to the small percentage of the population which now is beyond the reach of Canadian radio. Second there is the need to increase the amount of national service programming distributed by the national radio networks. At present two percent of Canadians—about 400,000—are still beyond the reach of stations carrying the national service. As already indicated, it is the policy of the Corporation to establish, through a steady program of capital development, the facilities which will make the national service available to areas presently unserved.

There are now about 122 communities on the Corporation's preliminary list for future AM service. The estimated per capita cost for these ranges from less than \$1.00 to over \$30.00. Barring unforeseen technical developments or a substantial increase in population in some of these

communities, the long-term prospect is that the per capita cost will tend to increase progressively as we move beyond the present planning list. It will be clear from this that there will probably always be some communities so small and so remote that the cost of extending the network service to them would be unreasonable.

The second aspect of radio service in which development is needed is in the need to increase the distribution of the full national service. At present 38 CBC stations and 107 CBC low power relay transmitters carry the full service. The English and French networks have 84 privately-owned affiliates which, by agreement, carry a minimum of 26 network hours a week. Some voluntarily carry much more.

In terms of population, this means that approximately 75 percent of the population can receive the full day and night CBC service while the 23 percent reached only by private affiliates receive on the average about 30 hours a week.

This discrepancy is of concern to the Corporation and is not consistent with its aims of providing equitable service to all Canadians. No easy solution will be found, however, because the affiliates gain little or no revenue from the radio network programs they carry as a public service and without charge to the Corporation and may indeed lose needed revenue because of network commitments. It must be recognized that these privately-owned stations need advertising revenue to survive, and also that they must play an active role in programming at the community level. A possible solution—the replacement of the affiliates' coverage by a complete system of CBC-owned stations—would have to be a very long-range project indeed, in view of the resources and technical requirements involved.

Meanwhile, the Corporation looks upon AM as its basic radio service and will continue to do so for the foreseeable future. Interest in FM is growing but it is still far from being a full effective alternative to AM. The great majority of Canadians rely completely on AM for their radio service and will probably do so for some time to come. Under the circumstances, the Corporation looks toward some strengthening of its AM service rather than to any cut-back or major shift of emphasis.

television

The comments already made about the Corporation's future needs in AM apply, with suitable changes, to television. Here, too, the problem is twofold: extension of coverage to areas not now served and an increase in the volume of program service to that portion of the

public now receiving the national television service through private affiliates. At the end of 1963 about 94 percent of Canadians were within reach of the national television service. The most significant difference between radio and television in connection with the extension of coverage is the much higher cost of television.

There are approximately 60 communities on the Corporation's preliminary planning list for extension of television service. These range in per capita cost from about \$1.00 to over \$40.00. As in radio, the outlook is for a gradual increase in per capita cost as service extends to smaller and more remote areas.

The Corporation has already given some indication of its intentions with respect to establishment of CBC facilities in major centres now served by private affiliates. During the year the Corporation advised the Department of Transport and the Board of Broadcast Governors of its wish to have channels reserved for future CBC use in Victoria, Saskatoon, Sherbrooke, Trois-Rivières, Sudbury, Calgary, Regina, Port Arthur-Fort William, Prince Edward Island and the Saint John-Fredericton area of New Brunswick. These are the centres in which, at the present time, the Corporation believes it should establish its own facilities if it is to carry out its responsibility of reflecting in large measure the complete life of the nation.

A larger share of the total network service is distributed by private affiliates in television than in radio. The Corporation provides approximately 60 hours per week in English and 97 hours in French of network programming. The 63 percent of the Canadian public within reach of CBC-owned television stations receive this full service of national programming. The 31 percent of the population served by private affiliates of the Corporation networks receives on the average about 49 hours a week English and nearly 60 hours French national network service. The long-term goal of the Corporation is to eliminate this disparity in CBC service to sections of the Canadian public, a development which can only come about through additional CBC-owned transmitters. The private affiliates contribute greatly to the national interest in the good amount of CBC service carried. They cannot reasonably be expected to increase appreciably the number of hours carried in the light of their other responsibilities and needs.

consolidation of facilities

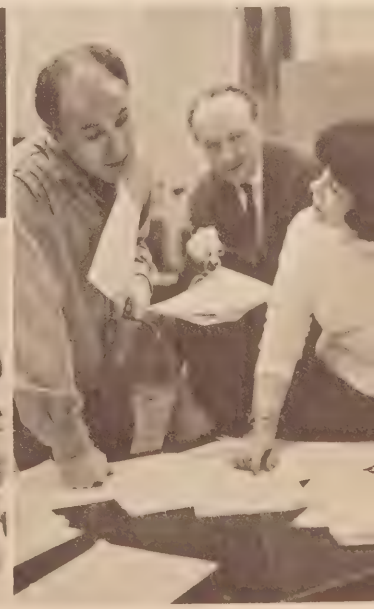
As the fiscal year ended, the 475 employees of the Corporation's Head Office staff were in process of moving for the first time into a home of their own. The new building will replace premises

uc Durand was the host of **Atome et galaxies**, a program about ancient and modern scientific discoveries.

ean Besré and Milou in **les Aventures de Tintin**, French radio network.

oby Tarnow and Madeleine Arbour, alternating hostesses of **Nursery School Time**, with two distinguished television artists.

arry Morse, Ivor Barry and Lola Thompson go over a passage in Shakespeare's tragedy **Julius Caesar**,
ented on the radio network school broadcasts.





The Mass was celebrated in a Montreal studio on a Sunday dedicated annually to the communications media.

seven different rented locations in downtown Ottawa. It seems certain that the move will contribute to increased efficiency.

At the same time, progress was being made in a similar consolidation of facilities in the more complicated and much more expensive fields of our major network production centres. In Montreal a start was made towards consolidation in one centre for operations which are still being carried out from 22 different locations. In Toronto where we are operating from 10 locations, negotiations are still going on.

In Montreal, the project now underway has been made possible by a combined effort involving the city, the federal government, and the CBC. Consolidation here will stretch over several years, the starting date being October 1, 1965.

The problems created by scattered, make-shift facilities at CBC's two major production centres—Montreal and Toronto—have come under the scrutiny and been a concern of two Royal Commissions (Fowler and Glassco) during the last eight years. During investigations which concerned themselves with questions of efficiency in the Corporation, the fact of operating highly technical and complex services from a variety of isolated, rented quarters not designed for the purpose of broadcasting, has repeatedly been condemned. Indeed, the inefficiencies and difficulties apparent in such operations have been stressed in the annual reports which the Corporation has made to Parliament during this period.

color

The Corporation has prepared a basic plan for the introduction of color television when conditions appear to be favorable to its widespread public acceptance. Our enthusiasm for this development was expressed at a special hearing of the BBG in January, 1963, along with our reservations about a too-early entry into the field because of high costs and extremely limited public acceptance. It is not felt that we could either long or wisely remain out of the field if and when color once gains ground rapidly. The accelerating sale of color TV sets in the U.S. after years of very slow sales suggests that color TV is coming closer to a required general public acceptance and this development will continue to be assessed regularly by the Corporation in terms of its application to Canada.

community antenna television

A development of increasing significance for all broadcasters, public and private alike, is the growth in community antenna television systems. These systems in which the TV receivers of fee-paying subscribers are linked to a common receiving and re-transmission system, make

television available to people who could not otherwise receive it and, thus, in effect extend the coverage of existing television stations. The growth of the community antenna systems can have substantial, and as yet largely unmeasured effects on television broadcasting itself. During the year the BBG was asked by the Government to study and recommend on the future of community antenna television in relation to ordinary television broadcasting. The Board's report was made public late in March.

commonwealth broadcasting conference

The Corporation was honored to act as host to the Fifth Commonwealth Broadcasting Conference over a three-week period in May and June. Sessions were held at Montreal, Montebello, Toronto and Banff. Thirty-five delegates from 14 of the publicly-owned broadcasting organizations of the Commonwealth attended the meetings.

The Conference examined means of increasing the extent of program interchange between member organizations and reaffirmed the mutual benefit of links in broadcasting as in other fields.

Major areas of concern to the delegates were the importance and necessity of the free flow of information, copyright and legal problems, the Farm Forum techniques of integrating broadcasting with adult education programs, and the increasing importance of educational programs, particularly in developing countries. Engineering and technical matters covering all aspects of broadcasting were discussed by a special group.

The Conference decided to establish a secretariat for an experimental period. The secretariat will be located in London and will facilitate continuity between Conference meetings in the interchange of information in the fields of programming, administration and engineering.

external aid

CBC personnel seconded from their positions in Canada have continued to assist in the development of television and radio broadcasting service in the newly-emerging nations of Asia, Africa and the West Indies.

Technical and executive staff has been made available to these countries by the CBC to assess their requirements and advise on the establishment of broadcast service. Much of this work has been undertaken in co-operation with the External Aid Office of the Canadian Government.

During the past year CBC staff members worked in Ghana, Malaya, Jamaica, Sarawak and East Asia, and requests are being considered for assistance to Laos, Nyasaland, Cyprus and the Cameroons. As well as sending staff to foreign coun-

tries, broadcast trainees from these countries have had on-the-job training at CBC production points across Canada. The trainees have received instruction and experience in production and technical fields that will enable them to bring a wider knowledge to the radio and television services in their home lands. Since 1950, about 100 people from various countries have come to the CBC as trainees in various functions applicable to broadcasting—news services, farm and school broadcasts, press relations, financial operations, administration, technical and programming matters, production, audience research and station management.

During this time trainees have come from Norway, Greece, Pakistan, France, Indonesia, Japan, Burma, Colombia, Sarawak, Morocco, Malaya, Turkey, Granada, the West Indies, Iraq, Barbados, Ghana, India, U.S.S.R., Poland, the Congo, Ukraine, Nigeria, China and Tanganyika.

intertel

The CBC is a founding member of the International Television Federation, an association of television organizations formed in 1960 "for the purpose of promoting through television a wider knowledge of contemporary world affairs and a better mutual understanding of world problems". The other partners in Intertel are Associated Rediffusion Limited of London, England, the Australian Broadcasting Commission of Sydney, Australia, National Educational Television of New York City and the Westinghouse Broadcasting Company Inc. of the United States. The current Chairman of the Intertel Council is Eugene Hallman, Vice-President, Programming, of the CBC.

During the past year Intertel continued its production of hour-long documentaries for distribution in the member countries and the world abroad. Stressing the theme "nations in transition" Intertel members have produced programs on Malaysia, Iran, Italy, Kenya, Australia and the United States in the past twelve months. CBC contributed two documentaries to this series, "One More River", a study of negro-white attitudes in the Southern United States, and "What Price Freedom", an examination of Algeria a year after independence.

Series 3 now in planning and production will put special emphasis on "seeing ourselves as others see us". The U.S. partners will produce a program on French-English relations in Canada, and a study of the color problem in the United Kingdom. Associated Rediffusion will examine the paradox of affluence and poverty in American society in two programs. The CBC is preparing a documentary on the relationship between television and politics with special attention to United Kingdom and U.S. affairs.

attitudes toward cbc

In the annual report for 1962-1963, the Corporation reported briefly on a survey it had conducted into Canadian attitudes to national broadcasting. This was the most comprehensive study of its kind ever made into Canadian broadcasting. At the time of reporting last year, the detailed analysis of the information obtained was being completed. Subsequently the report was published and distributed to the press and to a number of individuals and organizations which have shown a continued interest in the subject.

The report has been well received by research experts and has stirred considerable attention in a number of circles by giving reliable dimensions to many public attitudes on this subject which previously had been the subject of guesswork and speculation. Perhaps the most significant single set of statistics which it produced was on the opinions of Canadians as to what the CBC should be doing and how well it is thought to be carrying out its functions. A set of six major CBC aims was listed for purposes of the survey, which produced these results:

OPINIONS ON THE IMPORTANCE OF SIX MAJOR CBC AIMS

Question: How important do you feel each one of these aims of the CBC is—very important, important, not very important, or not important at all?

	VERY IMPORTANT IMPORTANT %	NOT VERY IMPORTANT AT ALL %	DON'T KNOW %
<i>To encourage Canadian talent</i>	96	3	1
<i>To contribute to the education of the public</i>	94	4	2
<i>To let people know what's happening in the world today</i>	98	1	1
<i>To entertain the public</i>	93	6	1
<i>To help Canadians in all parts of Canada understand and learn about each other</i>	94	4	2
<i>To help French and English Canadians to understand and learn about each other</i>	89	8	3

OPINIONS ON HOW WELL CBC FULFILLS SIX MAJOR AIMS

Question: The CBC lists six main aims or purposes: I am going to read you these aims, and I would like you to say how well you think the CBC fulfils each of these aims—very well, well, badly, or very badly?

	VERY WELL WELL %	BADLY VERY BADLY %	DON'T KNOW %
<i>To encourage Canadian talent</i>	74	20	6
<i>To contribute to the education of the public</i>	85	8	7
<i>To let people know what's happening in the world today</i>	93	4	3
<i>To entertain the public</i>	83	13	4
<i>To help Canadians in all parts of Canada to understand and learn about each other</i>	72	18	10
<i>To help French and English Canadians to understand and learn about each other</i>	57	26	17

operations

income

Total income for the year was \$111,-387,000 as compared to \$104,057,000 for 1962/63, or an increase of 6.6%. Advertising and miscellaneous revenues were 5.6% higher than the previous year. The grant voted by Parliament to discharge the responsibilities of the national broadcasting service amounting to \$78,-439,000 was underexpended by \$62,000. This unexpended balance was refunded to the Receiver General of Canada on May 29, 1964.

Government
Publications

expense

Total expense for 1963/64 amounted to \$115,458,000 as compared to \$108,366,000 for 1962/63, or an increase of \$7,092,000 or 6.5%. Increases for the past four years, were 1962/63, 0.7%; 1961/62, 6.6%; 1960/61, 7.4%; and 1959/60, 7.7%. The small increase in 1962/63, as compared to prior years, is attributable to the austerity program which resulted in the postponement of planned extensions and improvements to the national broadcasting service.

Operational expenses for the year were met to the extent of 59% by Parliamentary appropriations and 11% by Governor General special warrants, subsequently authorized by Appropriation Act No. 5, 1963, for a total of 70%, the remaining 30% by advertising and miscellaneous revenues.

financial position

investments

The investment in Government of Canada bonds, June 15, 1967/68, is shown at cost on the Balance Sheet, the market value at March 31, 1964 at \$92.75 was \$1,391,000 showing an appreciation over last year's market value.

inventories

Total inventories amounting to \$8,216,000 show an increase of \$1,104,000 or 15% over the previous year. The largest part of this was due to the increase in inventory of programs stored on videotape or on film in advance of broadcast continuing the trend noted in former years. The increasing trend to recording of television programs has assisted in the improved utilization of facilities and scheduling of staff, as well as adding to the flexibility of the program schedule and improvement of program content.

Film and script right prepayments amounting to \$1,771,000 as at March 31, 1964 reduced by \$106,000 or 6% from the previous year.

capital assets

The sum of \$7,340,000 was provided to the Corporation for capital requirements during the year, \$1,020,000 by Governor General special warrants and \$6,320,000 by Parliamentary appropriations. This amount was underexpended to the extent of \$7,000, the excess being refunded to the Receiver General of Canada on May 29, 1964.

Capital Assets recorded at \$68,443,000 are \$6,593,000 greater than last year. Gross capital expenditures for 1963/64 were \$7,333,000 which is reduced by \$740,000 representing assets retired during the year and improvements to leased properties written off for the net increase of \$6,593,000.

proprietor's equity account

The Proprietor's Equity Account is the investment of the Government of Canada in the Corporation. At March 31, 1964 this investment amounted to \$45,612,000 being the depreciated value of the capital assets of \$36,612,000 together with the working capital of the Corporation of \$9,000,000.

international service

The Corporation operates the International Service on behalf of the Government of Canada and all maintenance and operational costs are borne by the Government. In accordance with the provisions of Order-in-Council P.C. 156/8855 dated November 17, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property together with a like sum as a liability to the Government of Canada.

Gross expenditures of the International Service during the year totalling \$2,313,000 show an increase of \$142,000 or 6.5% from the previous year's gross expenditures of \$2,171,000. From this is deducted revenue of \$429,000 being rental paid by the Corporation to the International Service covering its occupancy of the Radio-Canada building in Montreal and for shortwave transmitter facilities for the Northern Radio Service to arrive at a net cost of \$1,884,000 resulting in an increase of \$148,000 or 8.5% over the previous year's net operating expenditures which amounted to \$1,736,000.

audit

In accordance with Section 34 of the Broadcasting Act (1958), the books and accounts of the Corporation have been audited by the Auditor General of Canada, whose report as required under Section 87 of the Financial Administration Act accompanies the accounts.

statement of operations

for the year ended march 31, 1964

expense	PROGRAMS WITHOUT ADVERTISING	PROGRAMS WITH ADVERTISING	1964	1963
Cost of production and distribution :				
Cost of programs	\$ 53,790,743	\$ 20,597,003	\$ 74,387,746	\$ 69,912,265
Network distribution	7,656,708	2,666,770	10,323,478	10,145,968
Station transmission	3,186,007	1,220,642	4,406,649	4,029,540
Payment to private stations	—	4,927,418	4,927,418	4,334,789
Commissions to agencies and networks	—	3,804,462	3,804,462	3,872,204
	<u>64,633,458</u>	<u>33,216,295</u>	<u>97,849,753</u>	<u>92,294,766</u>
Emergency broadcasting			623,861	282,540
Operational supervision and services :				
Program		3,276,784		2,984,504
Administrative		3,551,382		3,429,174
General		2,092,313		2,012,914
			<u>8,920,479</u>	<u>8,426,592</u>
Total cost of production and distribution			<u>107,394,093</u>	<u>101,003,898</u>
Selling and general administration :				
Selling expense		1,800,253		1,646,990
Engineering and development		1,102,127		1,080,411
Management and central services		5,161,963		4,634,583
			<u>8,064,343</u>	<u>7,361,984</u>
Total expense for the year (Note 2)			<u>115,458,436</u>	<u>108,365,882</u>
income				
Advertising revenue (gross)		32,392,102		30,846,627
Interest on investments		240,390		253,898
Miscellaneous		377,563		302,067
			<u>33,010,055</u>	<u>31,402,592</u>
parliamentary grant				
In respect of the net operating amount required to discharge the responsibilities of the national broadcasting service :				
Appropriation Act No. 5, 1963		78,439,000		73,994,000
Less: Unexpended balance to be refunded		62,172		1,339,262
			<u>78,376,828</u>	<u>72,654,738</u>
			<u>111,386,863</u>	<u>104,057,330</u>
Depreciation included in total expense for the year			<u>4,071,553</u>	<u>4,308,552</u>
			<u>115,458,436</u>	<u>108,365,882</u>

balance sheet

as at march 31, 1964

assets

Current assets :

Cash

\$ 3,610,784 \$ 3,617,059

Accounts receivable

4,054,440 3,664,761

Government of Canada—receivable in respect of expenditures
incurred on behalf of the International Broadcasting Service

404,245 427,738

Investment in Government of Canada
bonds at cost (market value \$1,391,250)

1,445,000 1,445,000

Engineering and production supplies, at cost

1,652,394 1,645,955

Programs completed and in process of production

4,792,460 3,588,990

Film and script rights

1,771,105 1,877,346

Prepaid rent, insurance and other items

186,427 150,470

Total Current assets

17,916,855 16,417,319

International Broadcasting Service facilities, at cost (contra)

6,296,105 6,279,857

Capital assets, at cost : (Note 1)

Land and buildings

\$ 27,730,749 24,659,699

Technical equipment

36,135,028 32,931,218

Furnishings and equipment

3,852,381 3,557,738

Other

724,800 701,709

68,442,958 61,850,364

Less: Accumulated depreciation

31,830,557 28,052,640

36,612,401 33,797,724

60,825,361 56,494,900

Certified correct:

V. F. DAVIES, Comptroller

Approved on behalf of the Corporation:

J. A. OUMET, President

F. L. JENKINS, Director

liabilities

Current liabilities :

Accounts payable and accrued liabilities

\$ 8,847,668 \$ 6,618,475

Government of Canada—unexpended balances of
amounts provided under parliamentary appropriations.

89,187 798,844

Total Current liabilities

8,916,855 7,417,319

International Broadcasting Service facilities,
provided by the Government of Canada (contra)

6,296,105 6,279,857

Proprietor's Equity Account, per statement attached

45,612,401 42,797,724

60,825,361 56,494,900

The accompanying notes are an integral part of the financial statements.

*I have examined the above Balance Sheet and the
related Statement of Operations and have reported
thereon under date of June 3, 1964 to the Secretary
of State.*

A. M. HENDERSON, Auditor General of Canada.

statement of proprietor's equity

for the year ended march 31, 1964

Balance at April 1, 1963		\$ 42,797,724
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Add:

Parliamentary grant for the capital requirements
of the national broadcasting service:

Appropriation Act No. 5, 1963	\$ 7,340,000
Less: Unexpended balance to be refunded	7,015

7,332,985

50,130,709

Deduct:

Depreciation included in total expense for the
year per statement of operations

4,071,553

Write-off of improvements to leasehold
properties

164,038

Net loss on retirement of capital assets

282,717

4,518,308

Balance at March 31, 1964

45,612,401

notes to financial statements

1.

Capital assets in the amount of \$68,442,958 include the sum of \$5,771,000 expended during the last five years in connection with the planned consolidation of facilities in Toronto, Montreal and Ottawa. The present estimate of the future cost of consolidation of facilities for the Corporation is \$128,080,000, of which, subject to the provision of funds by Parliament for the purpose, approximately \$3,442,000 will be expended during the year ending March 31, 1965 and \$124,638,000 during subsequent years.

2.

Included in the total expense for the year ended March 31, 1964 are \$211,200 for executive officers' remuneration, \$27,500 for directors' honoraria and \$17,856 for legal expenses.



**auditor general
of canada**

Ottawa, June 3, 1964

The Honorable Maurice Lamontagne
Secretary of State
OTTAWA

Sir,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1964. In compliance with the requirements of Section 87 of the Financial Administration Act, I report that, in my opinion :

(a) Proper books of account have been kept by the Corporation ;

(b) The financial statements of the Corporation

(i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,

(ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and

(iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and

(c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,

Auditor General of Canada

statement of international service expenditures

recoverable out of parliamentary appropriations
for the year ended march 31, 1964

expenditures

	1964	1963
Salaries and wages	\$ 1,030,740	\$ 935,015
Performers' fees and other production costs	100,251	91,910
News service	36,352	36,352
Professional and special services	43	37
Travelling and removal expenses	19,671	19,076
Freight	29,419	28,293
Postage	15,411	13,771
Telegrams, telephones and other communication service	15,749	14,747
Printing of publications	14,127	18,782
Advertising and publicity	6,220	6,207
Office stationery, supplies and equipment	53,242	36,449
Records, transcriptions and films	104,475	103,211
Maintenance—buildings	11,340	7,483
—general	129,023	120,321
Rental of accommodation	1,270	1,805
Repairs and upkeep of equipment	17,196	27,075
Transmission lines	66,540	74,616
Light, heat, power, fuel	63,015	58,470
Grants in lieu of taxes	54,499	54,224
Superannuation and unemployment insurance	68,300	62,038
Sundries	2,827	2,338
Assessments from service departments	337,916	348,646
Buildings, works, technical equipment	25,231	6,635
Supervision charges	110,144	103,375
	<u>2,313,001</u>	<u>2,170,876</u>
Less : revenue	428,989	434,768
Net expenditures	<u>1,884,012</u>	<u>1,736,108</u>

programming

Relations between French and English-speaking Canadians and the future of Confederation have been the objects of wide and intense public discussion in Canada throughout 1963. The Corporation, as the only instrument of country-wide communication in both English and French, has a responsibility to reflect and report the significant facts and opinions related to these urgent questions. The English networks of the CBC must speak to Canada in English not only on behalf of English-speaking Canadians but also on behalf of French-speaking Canadians. Similarly, the French networks must speak to Canada in French not only on behalf of French-speaking Canadians but on behalf of English-speaking Canadians as well.

The duty of the Corporation to keep its viewers and listeners accurately and adequately informed rests mainly on its news and public affairs departments. News coverage must be factual and accurate; it must report all the relevant facts without bias or comment. Public Affairs programs must accurately and fairly reflect the diverse views which surround the issues that face Canada. Every significant view deserves a hearing so that Canadians can reach their own judgments and form their own conclusions as informed citizens. The freedom to hear and to see, the right to know is vital to the democratic process. A considerable number of programs designed to further inter-communication between French and English-speaking Canada were presented on the English and French networks of the CBC throughout 1963-1964.

At the beginning of 1964, a panel of four French-speaking citizens toured Canada from coast to coast and answered questions from English-speaking residents about the situation in Quebec and the aspirations of French-speaking Canadians. From material recorded in Vancouver, Edmonton, Winnipeg, Toronto, Montreal and Halifax, the English television network presented a series of three programs on *The Sixties*, while the French network presented two one-hour programs entitled *O Canada*. Both these series were simultaneously translated.

Inquiry, on English television, featured a two-part interview with the premier of Quebec. Earlier in the year, *Inquiry* had presented *Thirteen-Pound Tiger*, a program resulting from a joint research project with Maclean's magazine on separatism in Quebec.

Viewpoint offered comments on subjects such as bilingualism in Canada, Quebec and nationalism, and the attitude of English-speaking Quebecers.

For its part, *Close-Up* presented *Quebec*, a two-part study of the causes of French-Canadian dissatisfaction, and its effects and manifestations.

On English radio, *The Image of Confederation* was chosen as the subject for this year's Massey Lectures. In the Provinces offered a talk on *The Rise of the FLQ*; comments on *The Extent of Separatist Support in Quebec*; on *Manning's View of Biculturalism*, and on *Biculturalism in Manitoba*.

Preview Commentary featured a number of comments on bilingualism and biculturalism and connected problems. On *The Learning Stage, Basic Canada*, a thirteen-week series, dealt with Canadian political institutions and discussed Canadian unity and the relationship of French Canada to the formation of our institutions.

The first hearing of the Royal Commission on Bilingualism and Biculturalism was also carried on all networks as a news special.

On French television, *Conférence de presse* included an interview with the Premier of New Brunswick, dealing with the situation of the French-speaking Canadian outside Quebec, and *Premier plan* presented studies on the problems of French schools in Ontario and on bilingualism in the civil service at Ottawa and Quebec City.

Tribune libre, for its part, presented programs on the problems of biculturalism in Canada, on separatism and on the Royal Commission on Bilingualism and Biculturalism. *Aujourd'hui* also featured numerous interviews on this general question with outstanding Canadian personalities. Subject matter ranged from the economic liberation of Quebec to bilingual teaching in Toronto, from the BNA Act to the contribution of English-speaking Canadians to the Quebec economy.

On French radio, *Histoire à quatre voix* called on four historians—two English-speaking and two French-speaking—to discuss the main events in Canada's history, and the main aspects in the development of the relationship between English-speaking and French-speaking Canada. *Partage du jour* presented com-

ments on the centenary of Confederation, the citizens of Ottawa and separatist the situation of French in Manitoba, the problems of French schools in Ontario, etc. *Regards sur le Canada français* also studied the problems of Confederation as did *Tour des capitales*, with comments from newsmen and well-known personalities from various parts of Canada.

The news services of the Corporation gave extensive coverage throughout the year to political events and statements of Canadian leaders having to do with the relations of the two major language groups in Canada today.

canadian political scene

On April 8, 1963, the CBC organized the most extensive technical and production facilities ever employed in Canada for news coverage of the fourth federal election in six years.

Another highlight of the Canadian political scene was the opening of Canada's 26th Parliament and its attendant ceremony which was carried on all networks. Television and radio coverage was also given to the visits of Prime Minister Pearson to Paris and Washington.

On the French television network, *Aujourd'hui* devoted several programs to the examination of the *60 Days of Decision* of the Pearson government, and to the Federal Opposition.

To Have and Have Not, a program in the *The Sixties* series, featured a discussion with the Premiers of Newfoundland and British Columbia following the Federal Provincial Conference held in Ottawa in November 1963.

On the English television and radio networks, *The Nation's Business* and *Provincial Affairs* and *les Affaires de l'Ontario* and *la Politique provinciale* on the French networks afforded political leaders the opportunity to express their views.

canadian ideals and heritage

As well as giving attention to the problems of Confederation, to bilingualism and biculturalism, CBC programs placed emphasis on subjects relating to the ideals and traditions of Canadians and the country itself.

Camera Canada on English television presented two outstanding programs. *Wilderness*, a film account of the North and the people who would not trade grandeur and isolation for a more comfortable urban life, and *The Opening of the West*, which chronicled the influence of railroads in the development of the Western Provinces. *The Quebec Winter Carnival*, with its torchlight parade and canoe races across the St. Lawrence River, brought a colorful part of Quebec to the rest of Canada. On 20/20, the programs had their locale in Newfoundland, depicting the moods and men of Grand Banks, and the caplin run.

The Landing in Sicily, an outstanding



ture program on English radio, used and actuality, interviews and archives recordings to provide a flashback to those days of perseverance and courage on the wind-swept mountains of Sicily twenty years ago.

French radio, *D'un océan à l'autre* give listeners an insight into the preoccupations of all ten provinces. Among other subjects, programs dealt with historical landmarks and the situation of French schools in English-speaking provinces. *Le Bel Âge* carried a series about in past years, particularly during the of U.S. prohibition, and described early days of the Quebec village of Saint-des-Rosiers, and of the Lower St. Lawrence.

Educational, cultural and youth

Each of the provincial departments of education presents a series of school broadcasts suited to its own course of studies. These broadcasts are the result of very close co-operation between the CBC and the provincial departments concerned.

In Montreal, the Educational Television Co-Committee of the Protestant Committee of Education presented a first series of experimental programs on a variety of subjects seen on the CBC's English-language station CBMT. For the second year, the Nova Scotia Department of Education and the CBC co-operated to bring educational television to Nova Scotia schools on a regular basis. Also, a series of Western Regional School Broadcasts was arranged for the four west-provinces.

French networks co-operated closely with the Department of Education of the province of Quebec in the preparation of television and five radio series. On television, *les Forces de la nature* presented a course on physics, while *l'Unité des figures* had to do with geometry. Another series, *les Arts plastiques*, dealt with the plastic arts.

French radio, three different series are concerned with the quality of spoken French: *Louise et François*, *Bribe s'interroge* and *Explorations linguistiques*. *Uncle Harry* provided young listeners with the first elements of the English language, and *Place à la musique* constituted an introduction to the world of music.

Even though most school broadcasts are presented on a provincial or regional basis, the CBC each year provides *National School Broadcasts*, on radio and television, designed to meet a wide variety of educational needs. Each year, the National School Broadcasts Department of the CBC and the National Advisory Council on School Broadcasting confer to select program series that will meet the needs of every province of Canada.

In many years, Canadian teachers have



1 Sports coverage occupies an important place on CBC networks and local schedules.

2 Monique Miller starred in numerous dramatic productions on the French television network.

3 Juliette has given her name to one of the most popular variety shows on the English television network.

4 *L'Heure du concert* rendered "Hommage à Claude Champagne" in January. Among the Canadian composer's works presented was *Altitude*, a symphonic poem for orchestra and mixed chorus.



made use of both national and provincial school radio broadcasts. Despite other developments in classroom resources, radio continues to be a powerful medium with its own specific educational contributions.

On radio, the *Great Humanitarians* series delved into the lives of Mohandas Gandhi, Sir Wilfred Grenfell, the Earl of Shaftesbury and Dr. Albert Schweitzer to examine the contributions made by them to better social conditions throughout the world. *Voices of the Wild* described Canadian wildlife in its natural habitat.

A six-part series, *Latin America*, explored the lands of Central and South America from Mexico to Cape Horn. Closer to home, a four-part series, *Our Government*, presented aspects of Canadian government and citizenship.

Chez Hélène, on television, introduced pre-school children to the French language through songs, stories and games, using the Tan-Gau method of teaching. Televised courses from the University of Montreal and Laval University were featured on the French networks again this year. These courses included *Chimie moderne*, on chemistry; *Théorie et critique du fédéralisme*, a series of lectures on Confederation by Professor Jacques-Yvan Morin, and *Probabilités et statistiques*, a series on mathematics. A series of particular interest was *Précis d'histoire du Canada*, a course on history of Canada presented by Professors Maurice Séguin and Jean Blain. These televised courses also included *Géographie physique* and *Histoire de l'art*.

On English television, *The Nature of Things*, *Speaking French*, *Razzle Dazzle* and *Misterogers* catered to other youthful interests, while *Countdown* and *Hobby Club* were popular radio features.

French television featured *Conférence* and *Présence de l'art*, while radio presented *la Revue des arts et des lettres*, *Université radiophonique internationale*, *l'Homme américain*, *Découvrons les Amériques*, *l'Épopée des civilisations* and *l'Argent*, an hour-long weekly series tracing the history of money through the civilizations of the world.

An innovation in youth programs on French television was the presentation of five programs originating from community centres. This series had a large following and replaced dubbed American films in the schedule. Another series, *Bobino*, celebrated its 1,000th broadcast. Other programs continued to cater to all age groups in a number of popular formats: *F=MA*, *les Enquêtes Jobidon*, *les Croquignoles*, *Images en tête*, *la Vie qui bat*, *Coucou*, *Pirouette*, *Am-stram-gram*, *20 ans express*, *la Boîte à Surprise*, *Atome et galaxies*, and *Magazine international des jeunes*. Radio presented *les Aventures de Tintin*, *Tante Lucille* and *le Marchand de sable*.

religious programs

In order to present a fair balance between the various beliefs of Canadians, the CBC's religious broadcasts are planned in close co-operation with the National Religious Advisory Council.

Among the religiously significant events covered by television and radio networks in the past year were the *World Anglican Congress* held in Toronto and the *Ecumenical Rally* held at the University of Montreal in conjunction with the meeting of the Faith and Order Committee of the World Council of Churches.

The death of Pope John XXIII and the coronation of Pope Paul VI resulted in special programs seen and heard on networks.

Special programming of a religious nature was presented on all networks during the Easter and Christmas seasons. *Heritage*, on the English television network, continued to show the work of the major denominations in such programs as *Prairie Camp Meeting*, *Portrait of a Moderator* and *The Church and Alcohol*. On English radio, *Easter in Europe*, *At the Foot of the Cross* and *Christian Frontiers* were highlights of religious programming. On French television, again this year, presented *A l'heure du Concile* and *Les autres* while *Terre nouvelle* was a regular feature of the French radio network.

music, drama and variety

While the Public Affairs Department gave considerable attention to the question of English-French relationships, the Music, Drama and Light Entertainment Departments also did their share to foster better understanding.

During the year, there was an extensive exchange of talent on the four broadcasting networks. For example, the Toronto Symphony Orchestra and the Vancouver Chamber Orchestra were heard on the French networks, while the Montreal Symphony Orchestra and many French-Canadian artists were featured on English network programs.

To provide a well-balanced program of entertainment, the country's great artistic resources in many fields were tapped to develop new talent. The accent on Canadianism was manifest in the theatrical productions presented on the four networks, with many of the best dramas being the work of Canadian writers. On the French television network, all of the "téléromans" were written by French Canadian authors. This year for the first time, the English television network presented *The Serial*, a series of stories in continuing episodes. Among the presentations were an adaptation of *Son of a Hundred Kings*, by Thomas B. Costin, and *Strangers in Ste. Angèle*, by Phyllis Lee Peterson.

Light Entertainment Programs undertook television productions featuring outstanding



variety artists with French and English backgrounds, such as *A Show From Two Cities—De ville en ville*. Production was shared by program and technical staffs of both television networks, and each program featured English and French-speaking performers. The programs were aired simultaneously on both networks, and this venture into bilingual programming was generally well received by television critics.

During its eleventh season on French network television, *l'Heure du concert* presented outstanding programs featuring music with an appeal to many and varied tastes. Included were *les Grands Ballets Canadiens*; an open-air concert of French 19th Century music direct from the grounds of the Minor Seminary in Quebec which was celebrating its 300th anniversary; a tribute to Canadian composer Claude Champagne; a concert by young Canadian artists; a concert of chamber music; a recital of Bach and Mozart music by pianist Claudio Arrau, and three Puccini operas, *Gianni Schicchi*, *Il Tabarro*, and *Suor Angelica*.

l'Heure du concert, on English television, was a showcase for musical programming which covered the gamut from youth concerts to



Robert Baulu and Jacques Normand were joint hosts of an informal weekly interview show for French network viewers, *les Couche-tard*.

The S.S. Noronic, which caught fire in Toronto harbor, was the subject of a documentary entitled *Catastrophe of a Disaster*, presented on the *Disaster* series.

John Cameron and Kathleen Fenwick on the television program *The Lively Arts*.

Yvonne Languirand and Michelle Tisseyre, hosts of the daily television magazine *Aujourd'hui*.



1
The Stratford production of Gilbert and Sullivan's *The Mikado* opened the 1963-1964 Festival season. Irene Byatt played Katisha and the House played Ko-Ko.

2
François Tassé and Benoît Girard in *l'Enfer* by Julien Green, televised in December on *Téléthéâtre*.

3
Guy Provost (the bullying policeman) and René Gadouas (the suspect) played two of the lead roles in Walter Weideli's drama *le Dossier Chelsea Street* on *Théâtre d'une heure*.

4
Sydney Sturgess and Martha Henry starred in *The Endless Echo*, a play by Jean-René Rémillard, translated by Alvin Goldman and presented on the *Festival* series.

opera. The season opened with the presentation of *The Mikado*, by Gilbert and Sullivan, a restaging of the Stratford Festival production. *Otello*, by Verdi, featuring Louis Quilicot and a chorus, was directed by Ernesto Barбини, and *Birch a Symphony*, Beethoven's Symphony No. 7 conducted by Carl Boehm, were among the musical highlights.

Other programs in the *Festival* series featured Australian soprano Joan Sutherland, and orchestras conducted by René Bonyngé, Zubin Mehta and Sir John Barbirolli.

Two outstanding musical programs were *Viennese Night*, with soloist Elizabeth Schwarzkopf and violinist Willi Boskovsky, and *Invitation to Place des Arts*, with Pierre Boulez conducting the CBC M

Orchestra in works by Boulez, Messiaen and Stravinsky, were seen on *Le concert* and on *Festival*. Music continued to be one of the mainstays of French radio with series featuring Canadian artists, such as *Récital de Montréal*, *Nos artistes invités*, *le Petit ensemble vocal*, *Récital du vendredi*, *Récital d'orgue* and *le Clavier français*. Regularly scheduled concerts were performed by the Vancouver Chamber Music Orchestra, the CBC Toronto Symphony Orchestra and the Montreal and Toronto Symphony Orchestras. Also on French radio, *les Concerts du mercredi* broadcast by the CBC and *Jeunes musicales* and the *Festivals de Montréal*. *Les Petites Symphonies* had another exceptional year.

A five-part series of CBC commissioned works by Canadian composers performed in Vancouver, Winnipeg, Toronto, Montreal and Halifax was a highlight of music programming on English radio, as well as



a Stravinsky-Schoenberg program by the CBC Symphony Orchestra conducted by Igor Stravinsky and Robert Craft. In opera, *The Rape of Lucretia*, by Benjamin Britten, and the North American première of *The Ledge*, by English composer Richard Rodney Bennett, were presented. *Talent Festival*, with Constance Channon Douglass of Calgary and Jean Bonhomme of Ottawa as winners this year, was a popular offering.

Festival, *Playdate* and *Quest* continued to be showcases for drama on the English television network. *Le Médecin malgré lui*, by Molière, performed in French by the Montreal company, *le Théâtre du Nouveau-Monde*, was a highlight of the *Festival* series. Other outstanding productions were *Pale Horse*, *Pale Rider*, by Katherine Ann Porter, and *Still Life*, by Jack Pulman.

The Typists, by Murray Schisgal; *Call Me a Liar*, by John Mortimer and plays by Canadian authors, *Not for Every Eye*, by M. Charles Cohen, and *No Sand for the Ostrich*, by Enid Abrahams and Helen French were included in the *Playdate* schedule. *Eulogy*, by J. Baldwin, and *The Living Premise*, a satirical revue, were among outstanding programs on *Quest*. French network television drama saw *Téléthéâtre* present, among other works,

Phèdre, by Racine; *les Trois Soeurs*, by Chekov; *Marius*, by Pagnol, and *Cyrano de Bergerac*, by Rostand, a Radiodiffusion-Télévision Française production. The CBC, in co-operation with many foreign broadcasting organizations, presented in what was called "the world's largest theatre," its television production of *Quelqu'un parmi vous*, by Diego Fabbri. *Théâtre d'une heure* offered many works by Canadian authors, including Claude Jasmin, Louis-Georges Carrier, Jean-Paul Fillion, Félix Leclerc, Pierre Dagenais and Guy Fournier. *Soirée au Théâtre Alcan* featured *la Nuit du 16 janvier*, by Ayn Rand, and *Mon père avait raison*, by Sacha Guitry.

Outstanding drama continued to be a highlight of the *CBC Stage* and *CBC Sunday Night* series on English radio. On *CBC Stage*, an adaptation of Gabrielle Roy's *The Tin Flute*, and *A Lively Look at Leacock*, prepared by Tommy Tweed, were featured. *CBC Sunday Night* included a radio adaptation of *le Temps sauvage*, by French-Canadian writer Anne Hébert, and *The Other Ship*, a CBC drama which reinvestigated the sinking of the Titanic.

On French radio, *Sur toutes les scènes du monde* continued to offer a wide selection of works by world-famous

authors — Gorki, Montherlant, Tagore, O'Neill, Shaw, Strindberg, Claudel, Yeats, Corneille, Green, and many others.

Three new "téléromans" were introduced to the French television network: *De 9 à 5*, by Marcel Dubé; *Septième-Nord*, by Guy Dufresne and *Rue de l'Anse*, by Jovette Bernier. Others continued were *les Belles Histoires des pays d'en haut*, by Claude-Henri Grignon, *le Pain du jour*, by Réginald Boisvert, and *Filles d'Ève*, by Louis Morisset.

In the field of light entertainment, comedians Johnny Wayne and Frank Shuster brought their comedy routines to *The Wayne and Shuster Hour* on English television. From Vancouver, a musical variety program, *Some of Those Days*, has received excellent reviews. *Music Hop*, a program aimed at the teen-age audience, has received enthusiastic response from coast to coast. *Parade* brought a varied concept in variety programming, including several one-man performances by such outstanding artists as Odetta and Mel Tormé. *Don Messer's Jubilee* from Halifax, *Red River Jamboree* from Winnipeg, and *Front Page Challenge*, *Country Hoedown* and *Juliette* from Toronto still retained their popularity with Canadians.

Last year saw the return to French television of the hour-long variety program with *Tête d'affiche*, which had a different theme each week, and utilized the talents of the best Canadian and international artists. Another series, *Bras dessus, bras dessous*, was well received by the audience, and a new program, *Votre Choix*, joined other successful shows, such as *les Couche-tard*, *Dans tous les cantons* and *Dans les rues de Québec*.

Among radio programs which proved to be favorites with audiences were *The Many Moods of Eve*, featuring singer Eve Smith and Ricky Hyslop's orchestra; *Music from Montreal*, arranged and conducted by Neil Chotem, and *The Wandering Minstrels*, with folk singers Bud Spencer and Claire Klein.

French radio offered music variety programs of all types, such as *Visite aux chansonniers*, *Plein soleil*, *Rien qu'une chanson*, *Jazz-club* and *les Joyeux Troubadours*. Other light entertainment programs with a large following were *Chez Miville* and *le Cabaret du soir qui penche*. *Tous pour un*, a new quiz program, has won a large audience since it started on French television early this year. *La Poule aux oeufs d'or* retained its many viewers as did *Match intercités* on French radio.

sports programs

CBC television and radio networks continued to bring viewers live and filmed coverage of outstanding events in a wide range of sports activities.

The Grey Cup Game and *Stanley Cup Hockey* playoffs undoubtedly had the greatest appeal to viewers and listeners,

as well as regular coverage of football and hockey during the entire play season.

Seasonal sports—golf and curling—presented in two series. *CBC Championship Golf*, filmed at Jasper Lodge, featured Canada's best professional golfer. Top curling rinks, one from each province, were seen in a tournament staged exclusively for television on *Cross Country Curling*.

All games in the *World Series* were broadcast, as well as both the United States and Canadian horse races of the "three countries' Triple Crown of Racing." Other sport coverage included *World Hockey* from Innsbruck, Austria, tennis, bowling, rowing, etc.

farm and fisheries

Because of the varied types of agriculture and fishing in different parts of Canada, different problems exist in the various areas. For this reason, programming the CBC Farm and Fisheries Department is largely done on a regional basis, giving proper emphasis to specific conditions.

On English television, regional editions of *Country Calendar* and *Countrytime* produced in Halifax, Toronto, Winnipeg and Vancouver, all designed to acquaint farmers of latest trends and developments in the fields of production and marketing. Some subjects relative to agriculture have a nation-wide interest and both are carried programs which were seen in all parts of Canada. For example, *Country Calendar* presented a three-part series dealing with production, distribution and retail problems of farm machinery, a five-part series dealing with agriculture in European Common Market countries. The *Lunenburg Fisheries Exhibition* on *Countrytime*, was a tribute to the skilled East Coast fishermen. *Countrytime* presented an examination of the impact of supermarkets on the fruit and vegetable industry.

Highlight of the *National Farm Forum* was *Women in Their Place*, a discussion on the role of women in the community. *Summer Fallow* presented *The Lonely One*, a drama by M. Chabon about a foster child on a farm. In the Maritimes, the *Maritime Broadcast*, on radio, and *Fisherman's* on television, again this year provided information on weather and market conditions, and other questions of interest to the fisherman.

On French television, *les Travaux de la semaine* presented, among other programs of interest, a panel on the integrating the forest into the rural economy, a panel on farm taxation and a special report on the 12th *Salon de l'agriculture* in Montreal.

On radio, *le Réveil rural* continues to present market news and general information on agriculture on a daily basis.

jardins plantureux, jardins fleuris still reaped the favour of gardeners.

Regional and local programming

One of the principal responsibilities of the CBC is to reflect a true image of Canada to Canadians, and this image, in final analysis, is made up of all the different components of Canada, of the different geographical regions with their different ways of life, their different looks and their different problems.

This image of Canada is indeed to be seen, the Corporation must reflect in its programming the infinite variety of what Canada is with contributions to the networks from all parts of the country. This constitutes one of the major reasons why the Corporation must have individualized regional and local operations in the main centres throughout the country.

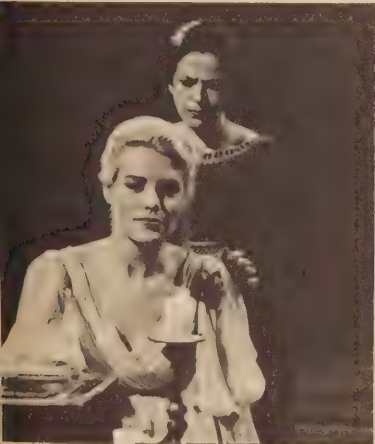
During the past year, an important part of CBC broadcast activity was concerned with the provision of contributions from regional locations to the network service. The regions produced programs for the English and French television and radio networks — programs such as *Don Quixote's Jubilee* and *Kingfisher Cove* from Halifax; *Chez Hélène* from Montreal; *Inquiry*, *Vu d'Ottawa* and *On Parlia-*

ment Hill from Ottawa; *Red River Jamboree*, *Distinguished Artists* and *Reserved for Music* from Winnipeg; *Keynotes* from Edmonton, and *Some of Those Days*, *Eleanor* and *Musicanada* from Vancouver. One must not forget also the vital contributions to the information of Canadians made by the regional and local news services of the CBC. If CBC networks can provide such extensive coverage of what is taking place in Canada, the regional news services must assume part of the credit. This becomes dramatically evident in the news coverage of events such as federal elections where the contribution of the regions is essential.

It remains that the basic function of regional CBC operations is to provide service to their areas, a service which can be considered as a local supplement to the network service. This regional service is established in direct relation to the needs of the region and is immediately concerned with its problems and aspirations.

This is the reason why such farm programs as *Country Calendar* and *Country-time* have regional editions in Halifax, Toronto, Winnipeg and Vancouver. This preoccupation to meet regional needs is the backbone of regional programming,

Document
Publications



ona Kombrink and Elsie Sawchuck sang the roles of Desdemona and Emilia in the **Festival** production of Verdi's *Otello*. The production met with praise from critics across the country.



Pierre Boucher and Jean Duceppe portray two businessmen in Marcel Dubé's televised serial, *De 9 à 5*.



Frances Hyland played Major Barbara in the **Festival** production of George Bernard Shaw's classic play.



is reflected in such programs as *Indian Magazine* and *Men and the Sea* in Newfoundland; *Gazette and Maritime Magazine* in Halifax; *les Chorales acadiennes* in Moncton; *l'Actualité régionale* in Moncton; *Montreal Magazine* and *Montreal Panorama*, as well as *Aujourd'hui* and *Métro-Magazine* in Montreal; *Toronto File* and *Don Sims Show* in Toronto; *Spotlight* and *Tempo* in Winnipeg; *Around the Horn* and *Alberta Almanac* in Edmonton; *Boo Country* and *The Judy Ginn Show* in Vancouver.

Regions also pay particular attention to the regional political scene and give detailed news coverage of provincial and municipal elections.

Northern service

Northern Service of the CBC was established in 1958 to improve and extend the national broadcasting system in the North, in order to meet the needs of the people of the Yukon and the Northwest Territories and the northern parts of all provinces, with the exception of the Yukon.

Although the North is the newest region of the CBC, the Corporation has, since its inception, been interested in the people of the North. *Northern Messenger* was started in 1932 to broadcast, throughout the winter, personal messages to isolated communities and women in the Arctic from their families and friends "outside".

The extension of commercial telephone communications in the Territories and the northern parts of the provinces since 1953 has made it possible to develop a system of regional networks. These consist of low power relay transmitters, automatic and unattended, which are linked to a single program centre which in turn is linked to the CBC radio network.

During the year, the Yukon network was extended and improved by the addition of low power relay transmitters at Teslin, Inuvik, Repulse Bay and Beaver Creek on the Northwest Highway and the increase of power of CFWH Whitehorse, the network program centre, from 250 to 1,000 watts. The network of LPRTs now reaches 80 per cent of the population of the Territory. During the 1,000 miles of the Yukon's coastline, with the exception of a short distance between Carmacks and the Hart River Crossing, motorists are always in reach of a Northern Service station. Programs in the Indian and Eskimo languages, originated by local stations, were increased in number and variety. The number of programs in French and English on the shortwave service was increased.

Special series were produced by the Northern Service, *Franklin's Diary* and *What Do You Know About...* The latter consisted of interviews with authorities in the North, both in and out of the Northern Service, on matters directly affecting the citizens of the North.

Indian Magazine, the first CBC program series devoted exclusively to activities of Indian-Canadians, was inaugurated during the year. Although intended for people of Indian background living in the North, it drew its material from all parts of Canada, co-operating with the National Indian Council, the Indian-Eskimo Association, Indian Friendship centres in cities across Canada, and federal and provincial government departments dealing with Indian affairs.

In addition to supplying material to a number of regular English radio network programs, special programs were produced in Whitehorse for *Trans-Canada Matinee*, in Inuvik for Christmas Day, and in Yellowknife for *I.Q.*

Armed forces service

It is now thirteen years since the CBC began to send broadcasts from home to Canadian servicemen abroad. During the Korean War and in the early years of the Army's return to Europe, the project was supervised by the CBC International Service on behalf of the Department of National Defence. In 1954, a department was established within the Corporation itself to undertake the expanding and important assignment for the military audience.

The major part of Canada's overseas force is stationed on NATO duty in Europe. For these men and their dependents, the Department of National Defence maintains two separate radio services, one for the Army Brigade in northern Germany, the other for the RCAF Air Division in eastern France and Germany.

In the course of 1963-1964, the Armed Forces Service supplied CBC network programs recorded on tape in French and English to these services. Taped programs were also provided to low power broadcasting stations operated by the RCAF on the Mid-Canada line and at Cold Lake, Alberta.

A weekly package of kinescopes of popular television programs was sent to Canadian troops in Europe, the Middle East and the Congo.

For the fourth season, a CBC Concert Party visited the UNEF bases in the Middle East and performed for the troops of all the nations represented there.



1
A scene from Puccini's opera *Il Tabarro*, presented on *l'Heure du concert*.

2
Zubin Mehta conducted the Montreal Symphony Orchestra's first concert of the season in Place des Arts. The concert was televised to mark the thirtieth anniversary of the orchestra.

3
Hier et aujourd'hui, on the French radio network, presented popular singer Lucille Dumont.

4
Oscar Peterson was featured on a television series about jazz.



international service

The role of the International Service in providing information on Canada to the world at large was reaffirmed in the course of the past year. The International Service has gained wide acceptance abroad during the years and has now become one of the important instruments used by Canada to promote better understanding between nations.

At one point during the year, doubts were expressed as to the future of the Service, but the strong reaction of both press and public brought about a confirmation that the International Service is considered by the Canadian people as an integral part of the image of Canada throughout the world.

The International Service, created in 1945, is operated on behalf of the people of Canada to provide information about this country to listeners in other lands.

At the outset, the International Service transmitted shortwave programs in English, French, German and Czech. Within a very short time, a number of other languages were added, among them being Dutch, Danish, Norwegian, Swedish, Spanish, Portuguese, Slovak and Italian. In the 1950's, broadcasts were started in Russian, Ukrainian, Polish and Hungarian. At present, the International Service broadcasts directly to the listener in

eleven languages: English, French, German, Spanish, Portuguese, Czech, Slovak, Russian, Ukrainian, Polish and Hungarian. The programs are beamed to Europe, Africa, Latin America, the Caribbean and Australasia.

The service continued this year to pursue its aims by means of shortwave broadcasts in eleven languages, by transmissions, relays and regular tape service, cable feeds of special actuality programs and television programs. News items and commentaries remained the mainstay of the shortwave service. New popular programs, like the Radio-Canada Shortwave Club, and extended programs for philatelists have resulted in a marked increase in the audience mail received. Jamming of Canadian broadcasts ceased entirely and audience mail in significant numbers has again been received from listeners in Eastern Europe. There has been an increasing demand for broadcasting organizations in other countries for recordings provided by the transcription service in English, French and Spanish. Transcriptions of Canadian music have continued to provide for a free exchange of programs with other countries, which has been useful to both English and French networks of the service. A variety of programs were transcribed and made available to foreign broadcasting organizations. Radio Moscow broadcast a program on the symposium organized by the Arctic Institute of McGill University which included an interview with a Soviet representative. They also received a number of other transcriptions including actuality reports about visits of ships to Russia recorded on ships in Canadian ports. On a relay from the Czech Radio, the International Service arranged for Canada's contribution to the *Year of Czech Composers* by recording a special performance in the concert hall of Janacek's *Sinfonietta*. The NATO Conference was reported directly from Ottawa by the International Service in a multitude of languages. Daily cable feeds to the broadcasting organizations of all NATO countries and others. A further example of simultaneous broadcasting of events in Canada was the cable link established with the German networks on the occasion of the visit of the German passenger liner *MS Europa* to Montreal. The broadcast, direct from the liner, was listened to by an estimated 17 million people in Germany and brought an appreciative response from listeners. *Canada Magazine*, a 15-minute television program, has been produced monthly in English, French, Spanish and German as well as in an international edition. It consists of short vignettes of life in Canada. An increasing number of broadcasting organizations in other countries have found the program a most interesting item.



A reporter from the Russian Section of the International Service interviews an Eskimo woman.

rogram awards

rams produced by the Canadian Broadcast-
Corporation won twenty awards in national
international competition during the past
In addition, le Congrès du spectacle of
treal, a group of organizations associated
every aspect of show business, awarded 22
ies to radio and television personalities for
contributions to CBC programs.
mmy Award, presented by the National
emy of Television Arts and Sciences, went
a drama *The Offshore Island*.
of the awards for radio and television pro-
s were received from the 27th Annual
ican Exhibition of Educational Radio and
ision Programs, sponsored by the Institute
ducation by Radio-Television of Ohio State
ersity.
au village, produced by the CBC French
network, won the Beaver Award presented
anadian Broadcaster "for distinguished
ce to Canadian radio and television broad-
ng."
program, *Democracy in America*, won
wards, the Radio TV Daily 21st Annual
merican Awards of the Year and the National
ol Bell Award, U.S.
wing are the programs which won Ohio
ards:

levision

awards

era Canada: The Looking Glass People
(nto)
Nature of Things: Count on Me
(nto)
or or Chaos (Toronto)
ial commendation
Place of the Skull (Toronto)
s and the Man (Winnipeg)

io

awards

r of Canada (International Service)
She Blows (Vancouver)
The Life Saver (Regina)
ican Influences on Canadian Life
(nto)
ial commendation
mer Fallow: The Awakening (Toronto)

er awards

adian Film Awards:
n With Your Eyes (Vancouver)

2nd International Television Festival, U.A.R. :
Web of Life (Vancouver)

Family Service Association of America :
The Vintage Years (Toronto)

Ontario Teachers Federation : *For general pro-
gramming on radio and television in the field of
education*

National Safety Council : *For general program-
ming in the field of safety*

Ontario Safety Council : *For general programming
in the field of safety*

Le Congrès du spectacle awards were for the
following :

Best actor : Guy Hoffmann, for *le Médecin
malgré lui*

Best actress : Monique Miller, for *Comme tu
me veux*

Best singer : Monique Leyrac, for *Music-Hall*

Best dancer : Ballerina Eva von Genczy

Best production of a drama program on television :

Paul Blouin, for *la Mort d'un commis
voyageur*

Best production of a variety program : Maurice
Dubois and Pierre Morin, for *En habit du
dimanche*

Best production of a serial : Louis-Georges
Carrier, for *la Côte de Sable*

Best production of a program for children :

Claude Caron, for *la Boîte à Surprise*

Best production of an actuality program : Gérald
Renaud, for *Caméra 63*

Best production of an educational or religious
program : Adelin Bouchard and Michel
Demers, for *la Vie qui bat*

Awards from the Société des auteurs :

Andrée Thibault, for *Élisabeth*

Réginald Boisvert, for *le Pain du jour*

Pierre Perrault, for *Au cœur de la rose*

Éloi de Grandmont, for *Plein soleil*

Judith Jasmin, for *Premier plan*

André Belleau, for *les Mondes imaginés*

Best make-up : Fernand Bastien, for *le Télé-
théâtre* and *l'Heure du concert*

Best costume : Fernand Rainville, for *la Boîte
à Surprise*

Best editing : Claude Savard, for his *Good
Friday* program, 1962

Best sets : Jean Léveillé, for *le Grand Duc*

Best cameraman : Jacques Collin, for *la Côte
de Sable*

Best graphics : Paul Couture, for *Chez Hélène*
(CBMT)

Molière's *Le Médecin malgré lui*
was presented in French
on the English TV network.





representative programs

ENGLISH NETWORKS

TELEVISION

RADIO

DRAMA

Festival:
Pale Horse, Pale Rider
Still Life
Le Médecin malgré lui
Playdate:
Pastures of Plenty
A Suitable Case for Treatment
The Typists
Call Me a Liar
Quest:
Eulogy
The Brig
The Living Premise
The Serial:
Son of a Hundred Kings
Strangers in Ste. Angèle

CBC Stage:
Sick Heart River
Of Mice and Men
The River and the Boy
Four by Garner
The Tin Flute
A Lively Look at Leacock
CBC Sunday Night:
The Great Song
Still Waters
The Trial of Dr. Adams

SPORTS

NHL Hockey
Stanley Cup Play-Offs
NFL Football
CFL Football
Grey Cup Game
World Series
Major League Baseball
FA Cup Final
CBC Championship Golf
Cross Canada Curling
Horse Races
Camera Canada:
The World of Bobby Hull
Bowling

NHL Hockey
Stanley Cup Play-Offs
Grey Cup Game
Horse Races
World Hockey
Canadian Open Golf
Championship
Canadian Curling
Championship

NEWS AND WEATHER

CBC National News
CBC News Specials:
NATO Meeting in Ottawa
Papal Visit to the Holy Land
Assassination of President Kennedy
Royal Commission on Bilingualism and Biculturalism
CBC Newsmagazine:
Opening of Parliament
Labor Strife on the Great Lakes
Crime Syndicate

CBC National News
Sunday Morning Magazine
Direct Reports
News Roundup
Royal Commission on Bilingualism and Biculturalism
Plane Crash at Ste. Thérèse

POLITICAL

Federal Election, 1963
The Nation's Business
Provincial Affairs
Document:
The Chief
Inquiry:
Interview with Premier Lesage
The Hustings Revisited

Federal Election, 1963
The Nation's Business
Provincial Affairs
Ontario Election

CANADIAN IDEALS AND HERITAGE

Camera Canada:
Wilderness
The Opening of the West
Horizon:
This Time, This Place
Explorations:
A Public Life

Venture:
The Landing in Sicily
Massey Lectures:
The Image of Confederation
New Canadian Writing
Winter Conference
Couchiching Conference

	TELEVISION	RADIO		TELEVISION	RADIO
CANADIAN IDEALS AND HERITAGE	Winter Conference Couchiching Conference 20/20: <i>The Caplin Scull</i> <i>The Roaring Deep</i>		FARMS AND FISHERIES	Country Calendar: <i>Farm Machinery Series</i> <i>The European Common Market</i> <i>The Royal Agricultural Winter Fair</i> <i>Tribute to Dr. H. H. Hannam</i> Countrytime: <i>Biological Control of Insects</i> <i>Lunenburg Fisheries Exhibition</i> <i>The World Plowing Match</i> <i>The Impact of Supermarkets on the Fruit and Vegetable Industry</i>	Summer Fallow: <i>The Lonely One</i> National Farm Radio Forum: <i>Women in Their Place</i> To Market With Music
RELIGION	Church Services The Dark Did Not Conquer Eastern Rite Good Friday Service In Memoriam—John XXIII World Anglican Congress Heritage: <i>Prairie Camp Meeting</i> <i>The Church and Alcohol</i>	Church Services Easter in Europe Christian Frontiers Ecumenical Assembly— World Council of Churches World Anglican Congress			
OTHER COUNTRIES	News Specials: <i>Panama Crisis</i> <i>Death of Pope John</i> <i>Election of Pope Paul</i> <i>March on Washington</i> Intertel: <i>One More River</i> <i>A King's Revolution</i>	Project '64: <i>The Landing in Sicily</i> <i>Harlem in Revolt</i> <i>The American Mood</i> Latin America: 1963 Postmark U.K.			
LIGHT MUSIC AND VARIETY	A Show From Two Cities The Wayne and Shuster Hour Some of Those Days Don Messer's Jubilee Red River Jamboree Country Hoedown Juliette Parade	Musicanada Hoop-De-Do Variety Showcase Broadway Holiday Canada Entertains The Many Moods of Eve Music From Montreal Armed Forces Showcase			
MISCELLANEOUS	Panel Shows: <i>Front Page Challenge</i> <i>Flashback</i> The Sixties Camera Canada Open House	Soundings Trans-Canada Matinee Assignment University of the Air Massey Lectures Project '64			
SERIOUS MUSIC AND BALLET	Festival: <i>Otello</i> <i>The Mikado</i> <i>Viennese Night</i> <i>Pierre Boulez</i> <i>Primer on Prima Donnas</i> <i>Young Canadians in Concert</i> <i>Concert from Place des Arts</i> Birth of a Symphony Sir John Barbirolli in Rehearsal Youth Concerts	CBC Symphony Orchestra Concert of Music by Commonwealth Composers Vancouver Chamber Orchestra Opening of Place des Arts The Rape of Lucretia Music for a Christmas Morning CBC Commissioned Works Series The Ledge Finals of Talent Festival Metropolitan Opera			
SCHOOL, YOUTH AND EDUCATIONAL	School Telecasts: <i>Latin America</i> <i>Our Government</i> <i>This Century of Unrest</i> Chez Héliène Misterogers Razzle Dazzle	School Broadcasts: <i>Life in Canada Today</i> <i>Great Humanitarians</i> Playroom Countdown Rod and Charles			
SCIENCE AND NATURE	The Nature of Things This Living World Web of Life	Matinee Highlights Natural Curiosity: <i>Bird Strikes at Jet Aircraft</i>			
HOME AND HOBBY	Mr. Fix-It Open House	Hobby Club			
SOCIAL AND HUMAN RELATIONSHIPS	Close-Up: <i>The Vintage Years</i> Check-Up Open House Explorations: <i>The Hutterites</i>	Soundings: <i>The Marriage Trap</i> Project '64: <i>The Thalidomide Baby</i> Trans-Canada Matinee Assignment Massey Lectures			

FRENCH NETWORKS	TELEVISION	RADIO	DRAMA	TELEVISION	RADIO
PUBLIC AFFAIRS AND INFORMATION	<p>Le Téléjournal Le Supplément régional du Téléjournal Caméra 63-64</p> <p>Aujourd'hui: <i>La Peine de mort</i> <i>Le Commerce du livre</i> <i>L'Affaire Coffin</i> <i>Le Bill 60</i></p> <p>Champ libre Réalités économiques Familles d'aujourd'hui La Faim des autres Documents</p> <p>Reportages: <i>Le Yukon</i> <i>L'Afrique</i></p> <p>Revue de fin d'année L'Institut canadien des affaires publiques</p>	<p>Trante minutes d'informations Le Radio-journal La Revue de la semaine D'un océan à l'autre Métro-magazine Reportages Capital et travail Le monde parle au Canada Place publique Revue de fin d'année L'Institut canadien des affaires publiques</p>	<p>SERIOUS MUSIC AND BALLET</p>	<p><i>Pas d'amour</i> <i>L'Ennemi</i> <i>Le roi viendra demain</i> <i>Cyrano de Bergerac (RTF)</i> Théâtre d'une heure: <i>L'Indiscret</i> <i>Les Mains vides</i> <i>Une marche au soleil</i> <i>L'Amour des deux orphelins</i> <i>Cas de conscience</i> <i>Le Feu qui couve</i> <i>Cyborg</i> <i>Le Dossier de Chelsea Street</i> Soirée au Théâtre Alcan: <i>La Nuit du 16 janvier</i> <i>Mon père avait raison</i> Téléromans: <i>Septième-Nord</i> <i>De 9 à 5</i> <i>Les Belles Histoires des pays d'en haut</i> <i>Le Pain du jour</i> <i>Filles d'Eve</i> <i>Rue de l'Anse</i> <i>Sous le signe du Lion</i> <i>Le Feu sacré</i> <i>Janique aimée (RTF)</i></p> <p>L'Heure du concert: <i>Les Grands Ballets canadiens</i> <i>Gianni Schicchi</i> <i>Il Tabarro</i> <i>Suor Angelica</i> Hommage à Claude Champagne Soirée viennoise Une soirée Mozart-Haydn La Musique de J.-S. Bach Concert d'inauguration de la Grande Salle de la Place des Arts, à Montréal Concerts variés Otello</p>	<p><i>Gorki, Green, Marceau, Montherlant, O'Neill, Strindberg, Synge, Tagore, Tolstol et Yeats; de G. Dufresne et Y. Thériault</i> Radioromans <i>Jeunesse dorée</i> <i>Vies de femmes</i> <i>Les Visages de l'amour</i> <i>Les Carnets de l'inspecteur Tanguay</i></p>
POLITICAL	<p>Actualités politiques La Politique provinciale Les Affaires de l'État Vu d'Ottawa Sextant</p> <p>Aujourd'hui: <i>Les "60 jours" du gouvernement Pearson</i> <i>L'Opposition</i></p> <p>Les Élections fédérales du 8 avril</p> <p>L'Inauguration du 26e Parlement et de la session dans diverses provinces</p> <p>Les Visites du premier ministre Pearson à Paris et à Washington</p>	<p>Les Affaires de l'État La Politique provinciale Les Élections fédérales du 8 avril</p> <p>L'Inauguration du 26e Parlement et de la session dans diverses provinces</p> <p>Les Visites du premier ministre Pearson à Paris et à Washington</p>	<p>VARIETY, LIGHT MUSIC</p>	<p>De ville en ville Tête d'affiche Bras dessus, bras dessous Les Couche-tard Votre choix Dans les rues de Québec Oscar Peterson La Belle Saison Copain, copain Sérénade estivale Émissions spéciales: <i>Le Parapluie magique</i> <i>Léo Ferré</i> <i>Gilles Vigneault</i> <i>Marcel Amont</i> <i>Charivari 64</i></p>	<p>Les Petites Symphonies Récital de Montréal Nos artistes invités Petit concert Récital d'orgue Chorales du Canada français Quand l'opéra se donne L'Orchestre symphonique Radio-Canada L'Orchestre symphonique Montréal L'Orchestre symphonique Toronto L'Opéra du Metropolitan Festivals Concert du mercredi Concert international L'Heure du concerto Sonates La Musique contemporaine à Paris Le Liad Les Chefs-d'oeuvre de musique</p>
CANADIAN HERITAGE	<p>Ô Canada Travaux de la Commission royale d'enquête sur le bilinguisme et le biculturalisme Temps présent (ONF)</p>	<p>Histoire à quatre voix Chroniques de terre et de mer Travaux de la Commission royale d'enquête sur le bilinguisme et le biculturalisme</p>			<p>Chez Miville Plein soleil Le Cabaret du soir qui visite aux chansonniers Toute la gamme Un, deux, trois, quatre A plus d'un titre Les Joyeux Troubadours Rien qu'une chanson Sur quatre roues Variétés de Québec Folklore Jazz-club Micro-variétés Le Comptoir du disque Musique en dlnat Musique de film</p>
CULTURE, HISTORY	<p>Présence de l'art L'Art et les hommes Conférence: <i>Jean Cau</i> <i>Jean-Charles</i> <i>Pierre Claudel</i> <i>J. Darbelnet</i> <i>Henri Guillemin</i> <i>Georges Gurvitch</i> <i>Marcel Jouhandeau</i> <i>Guy Rocher</i> <i>Alfred Sauvy</i></p>	<p>La Revue des arts et des lettres L'Homme américain L'Argent Découvrons les Amériques Philosophes et penseurs Cinéma, miroir du monde</p>	<p>EDUCATIONAL</p>	<p>Les Cours universitaires: <i>Théorie et critique du fédéralisme</i> <i>Histoire du Canada</i> <i>Histoire de l'art</i> Les Émissions scolaires: <i>Les Arts</i> <i>Les Forces de la nature</i> <i>Le Secret des choses</i> Langue vivante Comment dites-vous?</p>	<p>Les Émissions scolaires <i>Louise et François</i> <i>Brigitte s'interroge</i> <i>Uncle Harry</i> <i>Explorations linguistiques</i> <i>Place à la musique</i> La Langue bien pendue Université radiophonique internationale</p>
DRAMA	<p>Le Téléthéâtre: <i>Phèdre</i> <i>Les Trois Soeurs</i> <i>Marius</i> <i>Quelqu'un parmi vous</i></p>	<p>Sur toutes les scènes du monde: <i>Des oeuvres de tous les temps et de toutes les cultures:</i> <i>Claudel, Cocteau, Corneille,</i></p>	<p>YOUTH</p>	<p>Atome et galaxies Jeunesse oblige F = MA La Vie qui bat 20 ans express Images en tête Bobino La Boîte à Surprise Les Enquêtes Jobidon</p>	<p>Tante Lucille Les Aventures de Tintin Bonjour, Pyjama Le Marchand de sable Dansons la capucine</p>

	TELEVISION	RADIO			In addition to making contributions to the national networks, all regions have their own regular news, weather, sports, farm and / or fisheries broadcasts, neighbourly news and women's commentaries.
YOUTH	Les Croquignoles M. Pipo Coeur aux poings Tour de terre Ti-Jean Caribou Le Magazine international des jeunes L'Épée de Florence Pépinot				
GAMES	Tous pour un La Poule aux oeufs d'or Les Insolences d'une caméra Au voleur!	Match intercités	REGIONAL AND LOCAL BROAD- CASTING	TELEVISION	RADIO
HOME	Miroir d'Éves Votre cuisine, Madame Votre enfant, Madame Le Temps de vivre L'Éternel Féminin Actualités féminines La Revue de la maison Votre courrier De broche en bouche	Fémina Lettre à une Canadienne Arc-en-ciel Psychologie de la vie quotidienne Partage du jour Interdit aux hommes Le Bel Âge Une demi-heure avec...	NEW- FOUND- LAND	Panorama Kiddies' Corner Opinion Extension Forum Jamboree Teen Time	Men and the Sea CBC Weekly The Rover Of Ships and Men Newfoundland Fisherman's Broadcast Newfoundland School Broadcasts In Recital Saturday Jamboree Newfoundland Farm Broadcast Freedom Forum Three Days to Golgotha On the Scene Opening of the Newfoundland Legislature
RELIGION	Le Jour du Seigneur Les uns les autres Terre des hommes A l'heure du Concile Émissions spéciales : <i>Décès de Jean XXIII</i> <i>Élection de Paul VI</i> <i>Foi et constitution</i> <i>Pâques et Noël</i>	Terre nouvelle Vatican II Prière Méditation Prédication du carême Émissions spéciales : <i>Décès de Jean XXIII</i> <i>Élection de Paul VI</i> <i>Pâques et Noël</i>	MARITIME PROVINCES HALIFAX LOCAL AND REGIONAL	Gazette Country Calendar Countrytime Fisherman's Log Interrogative 3 Look in on Libbie Nova Scotia School Telecasts Sports Parade Sportsman's Almanac Provincial Affairs	A.M. Chronicle Maritime Farm Broadcast Maritime Fish Broadcast Junior Farm Broadcast Maritime Sportscast Sports Scene Atlantic School Broadcasts Maritime Magazine Music in the Evening Woods and Company
SCIENCE	Les Cours universitaires : <i>Chimie générale</i> <i>Probabilités et statistiques</i> <i>Géographie physique</i>				
SPORTS	La Soirée du hockey L'Heure des quilles Nouvelles du sport Le Football de la Ligue américaine La Série mondiale du baseball L'Univers des sports Le Golf et ses étoiles Sport-éclair Chasse et pêche Les Six Jours cyclistes	La Soirée du hockey Nouvelles du sport La Série mondiale du baseball Les Olympiades d'hiver à Innsbruck Les Six Jours cyclistes	SYDNEY LOCAL		Hospital Party Plain Talk Time Out for Melody
			MONCTON LOCAL (French)		Les Chorales acadiennes L'Actualité régionale La Vie rurale
AGRICULTURE	Les Travaux et les jours : <i>ARDA</i> <i>Sociologie rurale</i> <i>Congrès des Clubs 4-H, de la</i> <i>Corporation des agronomes</i> <i>du Québec, de la Jeunesse</i> <i>rurale catholique, de l'Union</i> <i>catholique des femmes rurales</i> <i>et de l'Union catholique des</i> <i>cultivateurs</i>	Le Réveil rural Jardins plantureux, jardins fleuris	QUEBEC REGION MONTREAL LOCAL (English)	En France Montreal Magazine Final Edition University Credit Course Amateur Sports Magazine Let's Talk About Church Service Youth Special Shoestring Theatre The Way Things Are	Sunday Recital Tempo Let's Travel Small Fry Frolics Montreal Panorama Provincial Affairs Montreal Playhouse Alan Mills Show Listening Post Concert Time Scouts-Guides Magazine Around Town
FILMS	Cinéma Cinéma international Ciné-club Billet de faveur Images en tête Festival Rossellini		MONTREAL LOCAL (French)	Aujourd'hui Le Supplément régional du Téléjournal	MéTRO-magazine Bonjour, Pyjama A plus d'un titre Récital de Montréal Chronique sportive Sur deux pages

TELEVISION		RADIO		TELEVISION		RADIO	
QUEBEC LOCAL		D'une semaine à l'autre Bonjour, Québec Chansonnettes Faire-part		REGINA		Farm Broadcast Music: Country Style Saskatchewan Calendar Square Dance Notebook Saskatchewan School Broadcasts Pioneer Ranch House Song Recital Producer's Choice Recital in Miniature Afternoon Concert On the Move Talent Festival Morning Devotions	
CHICOUTIMI LOCAL		Match intercollèges Ce qui se passe chez nous Musique de folklore Belles pages de la musique Récital Notre invité raconte Découvrons le jazz					
OTTAWA AREA OTTAWA (English)	Focus Mobile High Time Jack in the Box Live and Learn The Roaring Game	Façade CBC Gallery Concerts Critics' Corner Twelve Stories Adventures in Rhythm Ski Trails Straight Down the Middle Faith in the Forum Men Behind the News		BRITISH COLUMBIA	7 O'clock Show Cariboo Country Some of Those Days Come Listen Awhile Cuisine Eleanor Showcase	Music in G The Judy Ginn Show Critics at Large University Extension Series Hot Air Sixty-five and Up Hidden Pages of the Air	
OTTAWA (French)	A l'heure du thé Cartes sur table Contre-plongée Magazine sportif			NORTHERN SERVICE		Eskimo Language Programs Uqausi Nunassiqmeunut Churchill Calling Frobisher Calling Indian Magazine What Do You Know About Arctic Window Points North	
ONTARIO REGION TORONTO LOCAL AND REGIONAL	Toronto File Generation Nightcap I A La Carte On the Scene Sportsfolio Live and Learn Luncheon Date	CBL Town and Gown Lift Up Your Hearts The Don Sims Show CJBC The Learning Stage Safety Clinic Let's Find Out CJBC Views the Shows Audio CJBC Recital Luncheon Date					
WINDSOR LOCAL		Billboard University Lectures Music in the Morning Great Voices of the Past Music of Faith All That Jazz Long Ago Yesterday Sun Parlor Gardener Mayor Patrick Reports CBE Farm Broadcast					
PRAIRIES WINNIPEG	Spotlight Time Out for Music Eye to Eye Metro News Western Conference Football Ladies First Stop, Look and Listen School Broadcasts Reach for the Top Calling All Children A Song for You Manitoba Profile	The Clockwatcher Tempo Pocketful of Dreams Winnipeg Pops Concert Parade of Choirs Daily Farm Broadcast Morning Comment Prairie Talk Points West Prairie Gardener Neighborly News Sunday School of the Air Northern Messenger Take a Song The Altones Winnipeg Symphony Prairie Chamber Music Prairie Sports Final Race and Rally					
EDMONTON	Keynotes Gateway Around Town Ladies First Perspective Farm Focus Saturday Heroes The Secret World of Children Folk Songs with Zu Zu Teen Tempo	Top of the A.M. Morning Comment Alberta Almanac CBC Farm Club Capitol Concert Off-the-Record Two Guys, Two Grands Alberta School Broadcasts Edmonton Symphony Concerts Miniature Classics					

canadian broadcasting corporation networks

as at March 31, 1964



CBC and private affiliates have available all network service except that in the case of commercial service on the radio networks, sponsors have the option as to whether or not they wish to purchase certain private affiliated stations. On the television networks all basic stations are automatically included in sponsored network programs and supplementary stations are ordered commercially at the option of the sponsor. Affiliated stations are required to carry certain

amounts of the network program service. In radio this is referred to as "network reserved time" and refers to sustaining programs only, while in television it is "network option time" and includes both commercial and sustaining programs. All affiliates are paid on the basis of their network card rate for the commercial programs they carry. Sustaining network programs are provided free of charge by CBC and broadcast free of charge by the affiliate.

NETWORK SUMMARY		BASIC STATIONS				SUPPLEMENTARY STATIONS			TOTAL
NETWORKS		CBC	(AUX.)*	PRIVATE	(AUX.)*	CBC	PRIVATE	(AUX.)*	
RADIO (ENGLISH)	24	98	56	4	—	—	—	—	182
RADIO (FRENCH)	4	14	26	2	—	—	—	—	46
TELEVISION (ENGLISH)	8	16	25	29	2	11	19	—	110
TELEVISION (FRENCH)	4	5	9	15	—	—	—	—	33
TOTAL	40	133	116	50	2	11	19	—	371

*Low Power
Relay Stations (Radio) and
Rebroadcasting and
Network Relay Stations (TV)

CBC FRENCH RADIO NETWORK STATIONS

Map Code	Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
1	CBAF	Moncton, N.B.	1,300	5,000 DA-1
2	CJFM	Edmundston, N.B.	570	1,000 DA-N
3	CKRL	Moncton, Que.	1,250	5,000 DA-1
4	CHNC	New Carlisle, Que.	610	5,000 DA-1
5	CJBR	Rimouski, Que.	900	10,000 DA-N
6	CJBM	Causapsal, Que. (Relay)	1,450	1,000 D 250 N
7	CJFP	Rivière-du-Loup, Que.	1,400	1,000 D 250 N
8	CBJ	Chicoutimi, Que.	1,580	10,000 DA-1
9	CHGB	Ville-de-la-Pocatière, Que.	1,350	5,000 D 1,000 N
10	CKML	Mont-Laurier, Que.	810	1,000 DA-N
11	CBV	Quebec, Que.	980	5,000 DA-1
12	CHLN	Trois-Rivières, Que.	550	10,000 D } DA-2 5,000 N }
13	CHRL	Roberval, Que.	910	1,000 DA-N
14	CFLM	La Tuque, Que.	1,240	1,000 D 250 N
15	CKLD	Thetford Mines, Que.	1,230	250
16	CKRB	Ville-Saint-Georges, Que.	1,460	10,000 D } DA-N 5,000 N }
17	CHLT	Sherbrooke, Que.	630	10,000 D } DA-2 5,000 N }
18	CBF	Montreal, Que.	690	50,000
19	CKCH	Hull, Que.	970	5,000 DA-1
20	CKRN	Rouyn, Que.	1,400	250
21	CKVD	Val d'Or, Que.	1,230	1,000 D 250 N
22	CKLS	La Sarre, Que.	1,240	250
23	CHAD	Amos, Que.	1,340	250
24	CKVM	Ville-Marie, Que.	710	10,000 D } DA-N 1,000 N }
25	CFCL	Timmins, Ont.	620	10,000 D } DA-2 2,500 N }
26	CFBR	Sudbury, Ont.	550	1,000 D
27	CKSB	Saint-Boniface, Man.	1,050	10,000 DA-N
28	CFNS	Saskatoon, Sask.	1,170	1,000 DA-1
29	CFRG	Gravelbourg, Sask.	710	5,000 D
30	CHFA	Edmonton, Alta.	680	5,000 DA-1
31	CFKL	Schefferville, Que.	1,230	250
32	CJAF	Cabano, Que. (Relay)	1,340	250

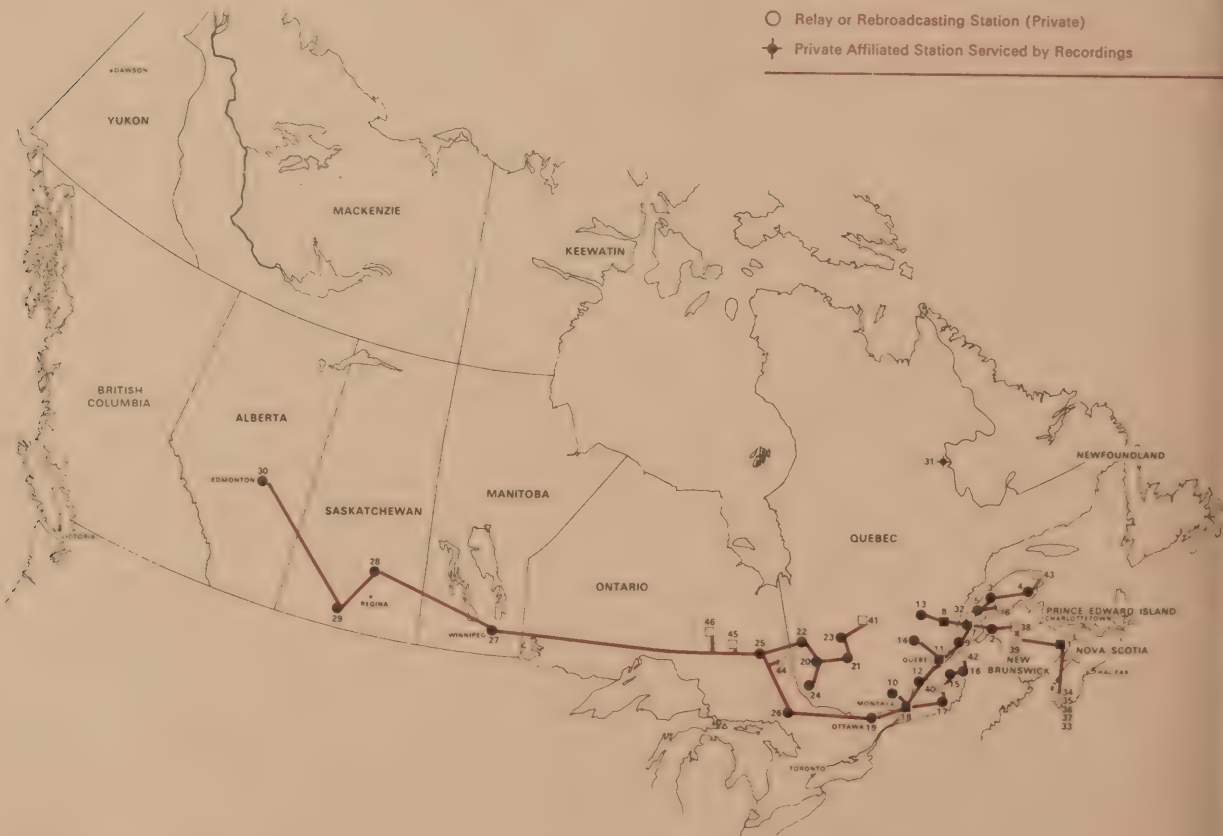
CBC FRENCH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Map Code	Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
33	CBA-A	Wedgeport, N.S.	990	40
34	CBA-E	Digby, N.S.	990	40
35	CBA-G	Weymouth, N.S.	1,550	40
36	CBA-H	Meteghan, N.S.	580	40
37	CBA-J	Yarmouth, N.S.	1,230	40
38	CBA-K	Kedgwick, N.B.	990	40
39	CBA-L	Saint-Quentin, N.B.	1,230	40
40	CBF-B	Mégantic, Que.	990	20
41	CBF-C	Senneterre, Que.	540	40
42	CBF-D	Saint-Fabien-de-Panet, Que.	990	40
43	CBF-G	Gaspé, Que.	1,420	20
44	CBK-L	Kirkland Lake, Ont.	1,090	40
45	CBL-U	Smooth Rock Falls, Ont.	540	40
46	CBL-X	Hearst, Ont.	1,110	40

RADIO NETWORKS

LEGEND

- CBC Station
- Low Power Relay Transmitter (CBC)
- ✦ CBC Station Serviced by Recordings
- Private Affiliated Station
- Relay or Rebroadcasting Station (Private)
- ✦ Private Affiliated Station Serviced by Recordings



CBC ENGLISH RADIO NETWORK STATIONS

City	Call Sign	Location	Freq. (Kc/s)	Operating Power (Watts)
1	CBSI	Saint John's, Nfld.	840 10,000	
2	CBS	London, Ont.	1,450 250	
3	CBS	Grand Falls, Nfld.	540 10,000	
4	CBS	Coventry, Nfld.	950 10,000	
5	CBS	Yukon, N.Y.	1,140 10,000 DA-N	
6	CBS	Aspen, N.Y.	1,450 5,000 DA-1	
7	CBS	New Glasgow, N.S.	1,320 8,000 DA-N	
8	CBS	Thurso, N.S.	800 1,000 DA-1	
9	CBS	Hatfield, N.S.	860 10,000 DA-N	
10	CBS	8 Cape Breton, N.S.	1,000 10,000 DA-N	
11	CBS	Yarmouth, N.S.	1,340 250	
12	CBS	Charlottetown, P.E.I.	630 5,000 DA-N	
13	CBS	Sackville, N.B.	1,070 80,000	
14	CBS	Saint John's, N.B.	1,150 10,000 DA-1	
15	CBS	Newcastle, N.B.	8,000 N.J. DA-2	
16	CBS	Bathurst, N.B.	1,350 1,000 DA-1	
17	CBS	Fredericton, N.B.	1,480 10,000	
18	CBS	Charlottetown, N.B.	850 10,000 DA-2	
19	CBS	Thunder Bay, Ont.	1,250 250	
20	CBS	Quebec, Que.	300 1,000 DA-N	
21	CBS	Montreal, Que.	940 40,000	
22	CBS	Ottawa, Ont.	910 5,000 DA-1	
23	CBS	Smith's Falls, Ont.	550 1,000 DA-1	
24	CBS	Pembroke, Ont.	1,350 1,000 DA-1	
25	CBS	Sault Ste. Marie, Ont.	1,450 10,000 DA-1	
26	CBS	Kapuskasing, Ont.	860 5,000 DA-1	
27	CBS	Belleville, Ont.	800 1,000 DA-1	
28	CBS	Peterborough, Ont.	860 5,000 DA-2	
29	CBS	Toronto, Ont.	740 10,000 DA-1	
30	CBS	Kitchener, Ont.	1,450 10,000 DA-2	
31	CBS	London, Ont.	980 10,000 DA-2	
32	CBS	Shawville, Ont.	1,240 500 D	
33	CBS	Windsor, Ont.	1,550 10,000 DA-1	
34	CBS	Sarnia, Ont.	1,070 6,000 D	
35	CBS		1,000 DA-N	

36	CBS	Owen Sound, Ont.	860 1,000 DA-2	
37	CBS	Orillia, Ont.	1,570 10,000 D	
38	CBS	North Bay, Ont.	600 10,000 DA-2	
39	CBS	Kirkland Lake, Ont.	860 5,000 DA-N	
40	CBS	Timmins, Ont.	880 10,000 DA-2	
41	CBS	Subiaco, Ont.	790 10,000 DA-2	
42	CBS	Huntsville, Ont.	2,500 N.J. DA-2	
43	CBS	Perry Sound, Ont. (Relay)	1,340 250	
44	CBS	Lindsay, Ont.	910 1,000 DA-1	
45	CBS	Blind River, Ont.	720 1,000 DA-N	
46	CBS	Smith-Saltine Marie Ont.	1,050 2,500 N.J. DA-N	
47	CBS	Port Arthur, Ont.	1,230 1,000 D	
48	CBS	Fort Frances, Ont.	800 1,000 D	
49	CBS	Kenosia, Ont.	1,220 1,000 D	
50	CBS	Dryden, Ont. (Relay)	900 1,000 D	
51	CBS	Winnipeg, Man.	900 80,000	
52	CBS	Brandon, Man.	1,150 10,000 D	
53	CBS	Flin Flon, Man.	580 1,000 N	
54	CBS	Thompson, Man.	810 1,000 N	
55	CBS	Regina, Sask.	860 50,000	
56	CBS	Medicine Hat, Alta.	1,270 10,000 DA-1	
57	CBS	Lethbridge, Alta.	1,220 10,000 D	
58	CBS	Edmonton, Alta.	5,000 DA-N	
59	CBS	Edmonton, Alta.	740 250	
60	CBS	Calgary, Alta.	960 10,000 DA-1	
61	CBS	Grande Prairie, Alta.	1,000 1,000 DA-1	
62	CBS	Nelson, B.C.	1,390 1,000 DA-1	
63	CBS	Trail, B.C.	630 1,000	
64	CBS	Kelowna, B.C.	810 1,000	
65	CBS	Vernon, B.C.	940 1,000	
66	CBS	Port Alberni, B.C.	1,240 250	
67	CBS	Penticton, B.C.	800 10,000 D	
68	CBS	Kamloops, B.C.	310 10,000 D	
69	CBS	Prince George, B.C.	650 250	
70	CBS	Chilliwack, B.C.	1,270 10,000 DA-1	
71	CBS	Abbotsford, B.C. (Relay)	1,240 250	
72	CBS	Vancouver, B.C.	690 10,000 DA-1	
73	CBS	Victoria, B.C.	900 10,000 DA-1	
74	CBS	Prince Rupert, B.C.	1,240 250	
75	CBS	Courtenay, B.C.	1,440 10,000 DA-N	
76	CBS	Campbell River, B.C.	1,450 250	
77	CBS	Terrace, B.C.	1,140 1,000	
78	CBS	Klaimat, B.C. (Relay)	1,230 1,000	

CBC ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Map Code	Call Sign	Location	Freq. (Kc/s)	Operating Power (Watts)
1	CBSB	Grand Falls, N.B.	1,350 40	
2	CBSB	Bathurst, N.B.	1,350 40	
3	CBSB	Charlottetown, P.E.I.	630 40	
4	CBSB	Edmonton, N.B.	1,450 40	
5	CBSB	Aspen, N.B.	1,450 40	
6	CBSB	St. Stephen, N.B.	800 40	
7	CBSB	Shillburne, N.S.	1,140 40	
8	CBSB	Rust Lake, Ont.	1,010 40	
9	CBSB	Manitowish, Ont.	1,010 40	
10	CBSB	Elliot Lake, Ont.	1,090 40	
11	CBSB	Albion, Ont.	1,490 40	
12	CBSB	Schreiber, Ont.	1,340 40	
13	CBSB	Chapleau, Ont.	1,090 40	
14	CBSB	Dryden, Ont.	1,010 40	
15	CBSB	Beaumont, Ont.	1,240 20	
16	CBSB	Foley, Ont.	1,450 40	
17	CBSB	Geraldton, Ont.	720 20	
18	CBSB	Hornby, Ont.	1,340 40	
19	CBSB	Orop, Ont.	1,450 40	
20	CBSB	Wawa, Ont.	540 40	
21	CBSB	Langton, Ont.	1,450 20	
22	CBSB	Marathon, Ont.	1,480 40	
23	CBSB	Nelson, Ont.	1,240 40	
24	CBSB	Metrolia, Ont.	1,240 40	
25	CBSB	Essauville, Ont.	1,240 40	
26	CBSB	Latchford, Ont.	540 40	
27	CBSB	Red Rock, Ont.	1,010 20	
28	CBSB	St. Louis, Ont.	1,240 20	
29	CBSB	Ganoc, Ont.	620 40	
30	CBSB	White River, Ont.	1,240 40	
31	CBSB	Hullaburn, Ont.	1,400 40	
32	CBSB	Heast, Ont.	1,340 40	
33	CBSB	Nanawau, Que.	1,450 40	
34	CBSB	St. Fintin, Nfld.	740 40	
35	CBSB	Stephenville, Nfld.	1,190 40	
36	CBSB	Ravallak, B.C.	860 20	
37	CBSB	Burns Lake, B.C.	860 20	
38	CBSB	Terrace, B.C.	860 20	
39	CBSB	Field, B.C.	860 20	
40	CBSB	Lytton, B.C.	1,030 20	
41	CBSB	Fernie, B.C.	720 20	
42	CBSB	Prince George, B.C.	860 20	
43	CBSB	New Hazelton, B.C.	1,110 20	
44	CBSB	Grand Falls, B.C.	860 20	
45	CBSB	Kimberley, B.C.	900 20	

46	CBSB	Williams Lake, B.C.	860 20	
47	CBSB	Creston, B.C.	140 20	
48	CBSB	Nash Bend, B.C.	600 40	
49	CBSB	Greenwood, B.C.	860 40	
50	CBSB	Princeton, B.C.	740 20	
51	CBSB	Quesnel, B.C.	800 20	
52	CBSB	Castlegar, B.C.	860 20	
53	CBSB	5-m. there B.C.	860 20	
54	CBSB	Arden, B.C.	860 20	
55	CBSB	Vanderhoof, B.C.	1,110 20	
56	CBSB	Quesnel, B.C.	730 20	
57	CBSB	Quesnel, B.C.	900 20	
58	CBSB	Salmon Arm, B.C.	740 20	
59	CBSB	Castlegar, B.C.	1,080 20	
60	CBSB	Hopie, B.C.	860 20	
61	CBSB	Ocean Falls, B.C.	860 20	
62	CBSB	Kaslo, B.C.	860 20	
63	CBSB	Chase, B.C.	860 40	
64	CBSB	New Denver, B.C.	740 40	
65	CBSB	Slocan City, B.C.	860 40	
66	CBSB	Kamloops, B.C.	740 20	
67	CBSB	Ulex, B.C.	860 40	
68	CBSB	Nelson, B.C.	740 40	
69	CBSB	Salmo, B.C.	740 40	
70	CBSB	Procter, B.C.	800 40	
71	CBSB	Montic, B.C.	740 40	
72	CBSB	Lake Windermere, B.C.	740 40	
73	CBSB	Horseshoe, B.C.	1,110 40	
74	CBSB	100 Mile House, B.C.	860 40	
75	CBSB	Cluden, B.C.	1,070 40	
76	CBSB	Fort St. John, B.C.	1,110 40	
77	CBSB	Barrie, Alta.	860 40	
78	CBSB	Calgary, Alta.	1,450 20	
79	CBSB	Edson, Alta.	1,110 40	
80	CBSB	Edson, B.C.	740 40	
81	CBSB	Hinton, Alta.	610 40	
82	CBSB	Jasper, Alta.	860 40	
83	CBSB	Blainville, Alta.	860 40	
84	CBSB	Medicine, B.C.	1,450 20	
85	CBSB	Nash, B.C.	860 20	



CBC ENGLISH RADIO NETWORK AND CBC NORTHERN SERVICE

CBC ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

ENGLISH NETWORK
CBC STATIONS

Map Code	Station	Location	Channel	Video	Audio
1	CBTT	Conrad Spinks, Nfld.	5	137	099
2	CFLA-TV	Geese Bay, Lab.	8	348	174
3	HCBF-TV	Hopedale, Nfld.	8	147	147
4	CBHT	Halifax, N.S.	3	66	34
5	CBMT	Montréal, Que.	6	108	009
6	CBMT	Ottawa, Ont.	4	50.1	28.7
7	CBMT	Toronto, Ont.	6	95.6	52.6
8	CBMT	Windsor, Ont.	34	7	8
9	CBMT	Edmonton, Alta.	5	319	159
10	CBMT	Vancouver, B.C.	2	47.5	25.4

Network Relay and Rebroadcasting Stations

11	CBMT-1	Liverpool, N.S.	12	412	248
12	CBMT-2	Shalburne, N.S.	8	423	254
13	YCBMT-3	Yarmouth, N.S.	11	412	248
14	CBMT-4	St. John's, Nfld.	11	640	330
15	CBMT-5	Shenou, Ont.	6	5	5
16	CBMT-6	Shenou, Ont.	4	45	3
17	CBMT-7	Sewas Lookout, Ont.	12	005	0025
18	CBMT-8	St. John's, Nfld.	11	640	330
19	CBMT-9	The Pas, Man.	7	260	130
20	CBMT-10	Chatham, P.E.I.	10	36	18
21	CBMT-11	Peace River, Alta.	7	720	360
22	CBMT-12	Trail, B.C.	11	187	124
23	CBMT-13	Nelson, B.C.	8	560	362
24	CBMT-14	Castlegar, B.C.	3	005	0025
25	CBMT-15	Carleton Place, Ont.	10	1	1
26	CBMT-16	Courtenay, B.C.	9	025	332

Privately-Owned Affiliated Stations

27	CJMT-TV	St. John's, Nfld.	6	62	33
28	CJMT-TV	Sydney, N.S.	4	100	60
29	CFCY-TV	Charlottetown, P.E.I.	13	38	19.3
30	CJMT-TV	Moncton, N.B.	2	26	16
31	CJMT-TV	Moncton, N.B.	2	26	16
32	CKMT-TV	Quebec, Que.	6	13.85	9.77
33	CKMT-TV	Pembroke, Ont.	6	19.1	5
34	CKMT-TV	Kapuskasing, Ont.	11	78	39
35	CKMT-TV	Peterborough, Ont.	12	139	83.4
36	CKMT-TV	Wingham, Ont.	8	100	55
37	CKMT-TV	London, Ont.	10	325	195
38	CKMT-TV	Windsor, Ont.	9	178	107
39	CKMT-TV	Barrie, Ont.	3	100	50
40	CKMT-TV	North Bay, Ont.	10	28.5	14.25
41	CKMT-TV	Sault Ste. Marie, Ont.	6	30	16
42	CKMT-TV	Timmins, Ont.	16	100	50
43	CKMT-TV	South Ste. Marie, Ont.	2	28	15
44	CKMT-TV	Port Arthur, Ont.	2	56.4	30
45	CKMT-TV	Brandon, Man.	3	54	27
46	CKMT-TV	Regina, Sask.	2	100	50
47	CKMT-TV	Yorkton, Sask.	3	6	2.5
48	CKMT-TV	Saskatoon, Sask.	100	100	100
49	CKMT-TV	Prince Albert, Sask.	5	61	36.5
50	CKMT-TV	Swift Current, Sask.	5	13.3	6.05
51	CKMT-TV	Medicine Hat, Alta.	3	7	3.0
52	CKMT-TV	Calgary, Alta.	10	100	50
53	CKMT-TV	Lethbridge, Alta.	7	56.1	44.9
54	CKMT-TV	Red Deer, Alta.	6	13.2	6
55	CKMT-TV	Lloydminster, Alta.	2	116	68
56	CKMT-TV	Edmonton, Alta.	5	2.7	1.05
57	CKMT-TV	Kamloops, B.C.	4	950	476
58	CKMT-TV	Vancouver, B.C.	6	100	50
59	CKMT-TV	Dawson Creek, B.C.	5	5	2.5
60	CKMT-TV	Prince George, B.C.	2	28	11
61	CKMT-TV	Terrace, B.C.	3	4.1	2.1

Privately-Owned Affiliated Rebroadcasting Stations

62	CJMT-TV	Argentina, Nfld.	10	20	10
63	CJMT-TV	Inverness, N.S.	9	6.0	3.0
64	CJMT-TV	New Glasgow, N.S.	9	209	104
65	CKMT-TV	Upsquitch Lake, N.B.	12	141	70
66	CKMT-TV	Newcastle, N.B.	7	005	0025
67	CKMT-TV	Campanville, N.B.	7	865	433
68	CKMT-TV	Ben Accord, N.B.	3	54	27.3
69	CKMT-TV	Perry Sound, Ont.	11	005	0025
70	CKMT-TV	Elliot Lake, Ont.	3	3.4	1.7
71	CKMT-TV	Reynolds, Ont.	2	308	164
72	CKMT-TV	Kearns, Ont.	2	5.03	2.51
73	CKMT-TV	Grass Valley, Man.	11	6.64	3.48
74	CKMT-TV	Foreman, Man.	9	188	094
75	CKMT-TV	Shanley, Sask.	3	6.8	3.4
76	CKMT-TV	Colgate, Sask.	12	15.1	7.5
77	CKMT-TV	Wolfe, Sask.	8	9	4.5
78	CKMT-TV	Calgary, Sask.	7	19	10
79	CKMT-TV	Winnipeg, Sask.	6	37	34
80	CKMT-TV	Albion, Sask.	16	440	210
81	CKMT-TV	North Battleford, Sask.	7	315	157
82	CKMT-TV	Gravelbourg, Sask.	3	1.8	0.9
83	CKMT-TV	Nipawin, Sask.	2	005	0025
84	CKMT-TV	Estevan, Sask.	2	005	0025
85	CKMT-TV	Val-Maria, Sask.	2	005	0025

86	CHCT-TV-1	Pilot, Alta.	4	2-75	1-57
87	CHCT-TV-2	Dumville, Alta.	12	-005	0025
88	CHCT-TV-3	Burns, Alta.	3	-225	-112
89	CHCT-TV-4	Camerton, Alta.	2	12-4	6-2
90	CHCT-TV-5	Banff, Alta.	10	-005	-0025
91	CHCT-TV-6	Verdon, B.C.	2	-31	-159
92	CHCT-TV-7	Oliver, B.C.	8	-110	-055
93	CHCT-TV-8	Salmon Arm, B.C.	4	-005	-0025
94	CHCT-TV-9	Lillooet, B.C.	11	-005	-0025
95	CHCT-TV-10	Savona, B.C.	6	-109	-009
96	CHCT-TV-11	Merill, B.C.	10	-009	-025
97	CHCT-TV-12	Clinton, B.C.	9	-005	-0025
98	CHCT-TV-13	Williams Lake, B.C.	8	-009	-0025
99	CHCT-TV-14	Timber Mountain, B.C.	5	-005	-0025
100	CHCT-TV-15	Adams Hill, B.C.	11	-005	-0025
101	CHCT-TV-16	Boston Bar, B.C.	5	-005	-0025
102	CHCT-TV-17	Claremont, B.C.	2	-005	-0025
103	CHCT-TV-18	Quesnel, B.C.	7	-005	-0025
104	CHCT-TV-19	Pouce Coupe, B.C.	6	-48	-24
105	CHCT-TV-20	Smithers, B.C.	5	-005	-0025

INDEPENDENT REBROADCASTING STATIONS

CARRYING CBC NETWORK SERVICE BUT NOT OWNED BY AFFILIATED STATION

111	CFWG-TV-1	Mont Chevalier, Que.	6	005	0025
112	CJTF-TV-1	Tamiami, Que.	3	005	0025
113	CJWP-TV-1	Wapreign, P.Q.	12	005	0025
114	CHGP-TV-1	Princeton, B.C.	5	009	025
115	CHUD-TV-1	Lumbay, B.C.	6	009	025
116	CHCK-TV-1	Kenosha, B.C.	6	005	0025
117	CFEN-TV-1	Endorby, B.C.	6	005	0025
118	CHCT-TV-1	Princeton, B.C.	5	009	025
119	CJNP-TV-1	Nakup, B.C.	2	3.3m/w	
120	CFWS-TV-1	Falkland, B.C.	12	005	0025
121	CFWS-TV-2	Westview, B.C.	12	005	0025
122	CFZI-TV-1	Malakwa, B.C.	5	005	0025
123	CHAT-TV-1	Squamish, B.C.	5	005	0025
124	CFKB-TV-1	Newcastle Ridge, B.C.	7	005	0025
125	CFKB-TV-2	Katiah, B.C.	2	005	0025
126	CFKB-TV-3	Port Moody, B.C.	3	005	0025
127	CFKB-TV-4	Somerville, B.C.	5	005	0025

FRENCH NETWORK
CBC STATIONS

Map Code	Station	Location	Channel	Video	Audio
1	CBFT	Moncton, N.B.	11	10.08	6.63
2	CBFT	Montréal, Que.	2	100	50
3	CBFT	Ottawa, Ont.	9	31	17
4	CBFT	Winnipeg, Man.	8	2.87	1.72

Network Relay and Rebroadcasting Stations

5	CBFT-1	Mont Tremblant, Que.	11	60	30
6	CBFT-2	Mont-Laurier, Que.	3	6.54	2.80
7	CBFT-3	Sturgeon Falls, Ont.	7	9.76	5.27
8	CBFT-4	Sudbury, Ont.	11	101	361
9	CBFT-5	Tamiami, Que.	12	7.08	3.64

Privately-Owned Affiliated Stations

10	CHAU-TV	New Carlisle, Que.	6	52.5	26.25
11	CHAU-TV	Montréal, Que.	9	153	92
12	CHAU-TV	Rimouski, Que.	3	49.3	28
13	CHAU-TV	Rivière-du-Loup, Que.	7	32	15.6
14	CHAU-TV	Jonquière, Que.	12	10	5
15	CHAU-TV	Québec, Que.	4	100	50
16	CHAU-TV	Trépanier, Que.	13	152.5	81.2
17	CHAU-TV	Shelburne, Que.	7	170	100
18	CHAU-TV	Boisbrousse, Que.	4	115	57.5

Privately-Owned Affiliated Rebroadcasting Stations

19	CHAU-TV	Sainte-Marguerite-Marie, Que.	2	219	109
20	CHAU-TV	Saint-Quentin, N.B.	10	005	0025
21	CHAU-TV	Port-Daniel, Que.	10	005	0025
22	CHAU-TV	Chandler, Que.	7	005	0025
23	CHAU-TV	Ferdé, Que.	2	455	231
24	CHAU-TV	Gaspé, Que.	10	005	0025
25	CHAU-TV	Rivière-du-Paradis, Que.	7	005	0025
26	CHAU-TV	Edmundston, N.B.	13	116	337
27	CHAU-TV	Montréal, Que.	11	005	0025
28	CHAU-TV	Montréal, Que.	11	005	0025
29	CHAU-TV	Port-Arthur, Que.	9	019	0056
30	CHAU-TV	Chapoulin, Que.	2	040	020
31	CHAU-TV	Nahavé, Que.	8	2.36	1.18
32	CHAU-TV	Senneterre, Que.	13	005	0025
33	CHAU-TV	Beau-Saint-Paul, Que.	13	005	0025

INDEPENDENT REBROADCASTING STATIONS

CARRYING CBC NETWORK SERVICE BUT NOT OWNED BY AFFILIATED STATION

34	CJAO-TV-1	Mont Blanc, Que.	80	401	200
35	CJAO-TV-1	Manicouagan, Que.	10	012	008
36	CJES-TV-1	Escoum, Que.	405	022	
37	CFCV-TV-1	Clermont, Que.	76	068	032

LEGEND

■ CBC Station

□ Network Relay or Rebroadcasting Station (CSC)

□ CBC Station Served by Recordings

● Privately-Owned Affiliated Station

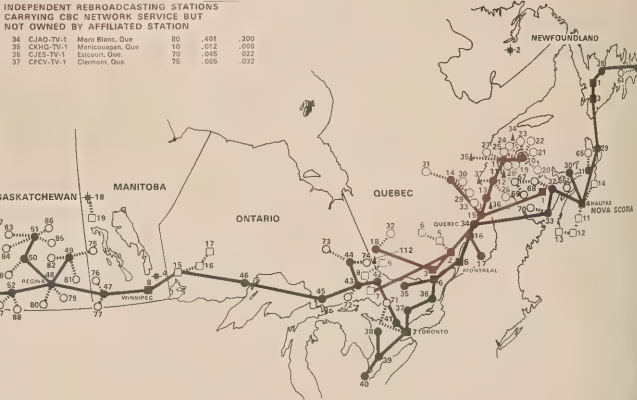
○ Privately-Owned Affiliated Rebroadcasting Station

+ Independent Rebroadcasting Station Serving CBC Network Service but Not Owned by Affiliated Station

Red lines indicate French Television Network

Solid lines indicate Network connections

Broken lines indicate off-air pick-up for Rebroadcasting Station



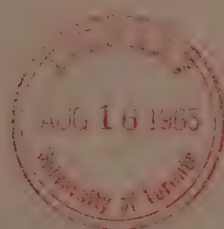
2A1 BC

-A55

4/65

Document
Publications

CANADIAN BROADCASTING CORPORATION
ANNUAL REPORT (FOR THE YEAR 1964-1965)



Erratum

On page 14, recommendation (c) under the sub-heading 'Financing the National Service', should read as follows:

(c) that public funds be sufficient to permit CBC to maintain or increase service while cutting back its commercial activity especially in

some prime-time periods; that the initial commercial cutback target be not more than \$5,000,000, to be achieved gradually over a period of two to three years; that such cutbacks have due regard to the program distribution services provided by privately owned stations affiliated with CBC and the basic needs of these stations.

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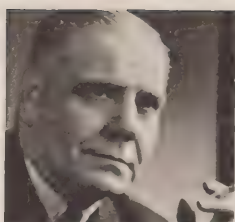
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J. A. Ouimet



W. E. S. Briggs



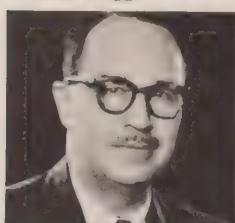
Mrs. Ellen Armstrong



J. M. R. Beveridge



Mrs. Alixe Carter



Raymond Dupuis



F. L. Jenkins



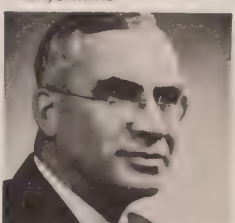
C. B. Lumsden



D. M. MacAulay



T. W. L. MacDermot



W. L. Morton



E. B. Osler



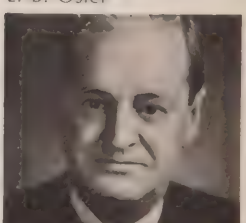
Dr. Stephanie Potoski



J. G. Prentice



André Raynauld



Roger N. Séguin

The Directors of the Corporation

J. A. Ouimet, Ottawa (President)
W. E. S. Briggs, Ottawa (Vice-President)
Mrs. Ellen Armstrong, Calgary*
J. M. R. Beveridge, Wolfville, N.S.††
Mrs. Alixe Carter, Salmon Arm, B.C.*
Raymond Dupuis, Montreal*
F. L. Jenkins, London, Ont.
C. B. Lumsden, Wolfville, N.S.*
D. M. MacAulay, Sackville, N.B.
T. W. L. MacDermot, Lennoxville, Que.
V. L. Morton, Winnipeg*
E. B. Osler, Winnipeg**
Dr. Stephanie Potoski, Yorkton, Sask.**
J. G. Prentice, Vancouver, B.C.†
André Raynauld, Montreal**
Roger N. Séguin, Ottawa

*Terms of office expired November 14, 1964.

†Appointed December 15, 1964.

‡Appointed January 16, 1965.

§Appointed January 23, 1965.

11

Senior Officers

Head Office

J. A. Ouimet, President
W. E. S. Briggs, Vice-President
J. R. Alleyn, General Counsel
V. F. Davies, Vice-President, Finance
R. C. Fraser, Vice-President,
Assistant to the President
J. P. Gilmore, Vice-President,
Planning and Acting Vice-President,
Administration
E. S. Hallman, Vice-President, Programming
J. E. Hayes, Vice-President, Engineering
C. Jennings, Vice-President and General
Manager, Regional Broadcasting
M. Ouimet, Vice-President and General
Manager, Network Broadcasting (French)
H. G. Walker, Vice-President and General
Manager, Network Broadcasting (English)

Operating Divisions and Regions

R. McGall, Assistant General Manager,
English Networks, Toronto
R. David, Assistant General Manager,
French Networks, Montreal
W. F. Galgay, Director for the Province of
Newfoundland, St. John's
S. R. Kennedy, Director for the
Maritime Provinces, Halifax
J. R. Finlay, Director for the Prairie
Provinces, Winnipeg
K. P. Caple, Director for the Province of
British Columbia, Vancouver
J. J. Dunn, Director, Ottawa Area
C. R. Delafield, Director of the International
Service, Montreal
A. G. Cowan, Director of Northern and
Armed Forces Services, Ottawa

Executive Committee

J. A. Ouimet, Chairman
W. E. S. Briggs
Raymond Dupuis*
F. L. Jenkins
C. B. Lumsden*
André Raynauld**
Roger N. Séguin

Finance Committee

F. L. Jenkins, Chairman
J. A. Ouimet
W. E. S. Briggs
Mrs. Ellen Armstrong*
Raymond Dupuis*
Roger N. Séguin

Program Committee

Roger N. Séguin, Chairman
J. A. Ouimet
W. E. S. Briggs
Mrs. Ellen Armstrong*
J. M. R. Beveridge††
Mrs. Alixe Carter*
Raymond Dupuis*
F. L. Jenkins
C. B. Lumsden*
D. M. MacAulay
T. W. L. MacDermot
V. L. Morton*
E. B. Osler**
Dr. Stephanie Potoski**
J. G. Prentice†
André Raynauld**

Canadian Broadcasting Corporation

Ottawa, June 30, 1965

The Honorable Maurice Lamontagne, M.P.,
Secretary of State,
Ottawa.

Dear Sir:

In accordance with the provisions of Section 36,
Part II, of the Broadcasting Act, I submit herewith
the annual report of the Canadian Broadcasting
Corporation for the year ended March 31, 1965.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'A Ouimet', with a stylized flourish at the end.

Alphonse Ouimet,
President

THE CORPORATION

Early in the fiscal year covered by this report — on May 25, 1964 — the Secretary of State, Hon. Maurice Lamontagne, announced the appointment of a Committee on Broadcasting. The Committee, to serve in an advisory capacity to the Secretary of State, was composed of Mr. Robert Fowler, Mr. Marc Lalonde and Mr. Ernest Steele.

Terms of reference of the Committee on Broadcasting were: "To study, in the light of present and possible future conditions, the purposes and provisions of the Broadcasting Act and related statutes and to recommend what amendments, if any, should be made to the legislation; including an appraisal of the studies being made by the Canadian Broadcasting Corporation of its structural organization; and including an inquiry into the financing of the CBC, into CBC consolidation projects, into the relationship between the government and the CBC, in so far as the administration and the financing of the Corporation are concerned, into the International Service of the CBC, and into the various means of providing alternative television services, excluding community antenna television systems; and to report their findings to the Secretary of State with their recommendations."

During the year, the Corporation supplied a very large amount of detailed material at the Committee's request. In addition the Corporation's views on various aspects of broadcast-

ing were consolidated and put into the form of a concise brief. This document was prepared with the approval of the Directors of the CBC and presented to the Committee on March 24, 1965.

The CBC brief states the Corporation's position on a wide range of broadcasting matters as at the end of this fiscal year and it is the first time in some years that such a broad and complete statement has been made. As such, it is appropriate to reproduce it in this report.

The Canadian Broadcasting System

The Canadian broadcasting system is founded on the nation's conviction that the airwaves belong to the people and must therefore be used in a manner which will best serve them. The supreme broadcasting authority in Canada is Parliament.

Under the Radio Act and the Broadcasting Act, Parliament has delegated certain broadcasting authority and responsibility.

(a) The Department of Transport is responsible for the proper technical occupancy of all allocated broadcast channels and frequencies.

(b) The Board of Broadcast Governors is responsible for (1) selecting the broadcast applicant best qualified to program a broadcasting station or network in the public interest (2) the determination of the numbers and location of Canadian broadcasting stations in other than a technical sense,

and (3) the creation and enforcement of broadcast regulations deemed necessary in the public interest.

(c) The Canadian Broadcasting Corporation is responsible for the provision of a national broadcasting service.

The Corporation believes the technical role of the Department of Transport is clear, unambiguous and should be continued.

It does not agree with certain current opinions that the role and broadcasting authority of DOT should be taken over as part of the work of an overall broadcast authority. Such a step would be retrogressive. Technical aspects of broadcasting are so complex and time-consuming that the prime purpose of the Canadian system — programming in the public interest — could well become secondary and neglected. The Corporation holds that processes to ensure programming in the public interest by public and private broadcasters alike should be strengthened, not diluted.

The Corporation's interpretation of what constitutes a national broadcasting service is found elsewhere in this overall summary of the Corporation's position on certain broadcasting matters. The Corporation's mandate rests on a solid foundation of national thought as expressed over the years by Royal Commissions, Committees, organizations and leading citizens. The initiative and responsibility for its crystallization and definition continue to rest with the Corporation.

At the end of each year, CBC News calls in its correspondents for a review of the year's major happenings. Shown at the 1964 session are (clockwise): David Levy (Moscow), James M. Minifie (Washington), Michael Maclear (London), Peter Reilly (United Nations), Knowlton Nash (Washington), Stanley Burke (Paris), Tom Gould (Tokyo), Phil Calder (Bonn, West Germany), Norman DePoe (Ottawa).



The Corporation has repeatedly laid its definition of its mandate before Parliament and other agencies. Parliament has thus had many opportunities of approving or disapproving the Corporation's interpretation of its role. In over thirty years Parliament has yet to express other than support of the basic concepts of a national broadcasting service as expressed by the Corporation.

The Corporation suggests, however, that its role be restated publicly in an appropriate manner as recommended under the heading "White Paper" in this document.

The Corporation believes the relationship of the BBG and the CBC, as expressed in current legislation, is unclear. This has also been stated by BBG officials. The role of the BBG with respect to private broadcasters is also either (a) unclear or (b) incomplete.

The Corporation rejects as unwork-

able any system with one or more public boards reporting to another public board.

The Corporation recommends either clarification and amplification of the present two-board system or the creation of a single broadcasting authority. The Corporation can efficiently serve the public interest as a national broadcasting service under a properly established one- or two-board system.

Whether a two-board system be continued or a one-board system be adopted, the Corporation strongly recommends:

- (a) the CBC continue to report to Parliament through a board,
- (b) the board(s) be composed of outstanding Canadians, equitably representing the cultural, geographic and economic realities of Canada.

Two-Board System

Should a two-board system continue, the Corporation recommends:

- (a) the CBC be served by a CBC Board of Directors of 15 members, ten from English-speaking and five from French-speaking Canada.
- (b) membership include the CBC President and Vice-President and thirteen members be non-broadcasters.
- (c) private broadcasters be served by a board to be known as the Private Broadcasting Authority.
- (d) the CBC board be the authority for the public sector and the PBA for the private sector.
- (e) CBC and PBA alike be directly responsible to Parliament and report annually on their respective sectors.
- (f) that DOT be empowered to establish a Planning Committee to deal with the long-range use of broadcasting channels and frequencies and that CBC and PBA be members thereof.
- (g) that the CBC and PBA operate on the basis of ten-year "charters", similar to the British system, or a Canadian equivalent.

The renowned pianist Wilhelm Kempff in a Beethoven recital on November 29, for L'Heure du concert.

(h) that a major public review of all broadcasting be made periodically and at times related to the life of the charters.

(i) that such major and periodic public reviews replace the *ad hoc* and varied investigations to which broadcasting has been subject for years. Parliament's ability to summon broadcasters before committees at any time is noted as a safeguard measure, if required.

(j) that broadcast regulations, as such, be abolished and replaced, in the case of CBC, by publicly announced policies and, in the case of private stations, by terms of individual licences for stations as established by CRTC through public hearings.

(k) that in the private sector special consideration be given to the status and requirements of those stations affiliated with CBC networks.

One-Board System

Should a one-board system be adopted the Corporation recommends:

(a) a representative Board of Broadcasting (see (a) under "Two-Board system") of 15 members, 14 part-time members and a full-time chairman reporting to Parliament.

(b) the Corporation to be headed by

a President and a Vice-President, assisted by a Management group chosen from within the Corporation.

(c) the Corporation to operate the national broadcasting services under policies established for the public sector by the Board of Broadcasting and to report directly and regularly to this Board; all Corporation operations to be the full responsibility of the President.

(d) the establishment of an Office of Private Broadcasting, headed by a professionally qualified Executive Director and associated staff.

(e) OPB to be charged with the responsibility of the performance of the private sector under policies established for the private sector by the Board of Broadcasting and to report directly and regularly to this Board.

(f) CBC and OPB not to have Board membership but to participate in Board discussions relevant to their

specific and joint areas of interest and to generally provide the staff work for their respective sectors to the Board.

(g) the Board of Broadcasting be responsible for: (1) all broadcasting policy, public and private alike, and to report annually, or as required, to Parliament on the performance of both sectors; (2) co-ordination of long-range planning of the public and private sectors and in collaboration with the Department of Transport on technical matters; (3) any necessary arbitration on matters of dispute which might arise between the two sectors but not to engage in the operational direction of either sector; (4) conducting public hearings in connection with the licensing of stations and networks, the long-range assignment of frequencies and channels, and such other matters as may benefit the public interest; and (5) examining closely and recommending on the suggestion that it assume the licensing function,



but not the technical aspects, of present DOT responsibilities.

The Corporation notes that under a one-board system items (h) to (k) inclusive, recommended under a two-board system, should also apply.

The Corporation further notes the necessity of clearly establishing areas of responsibility and lines of authority as between the component parts of the system chosen.

White Paper

Recognizing the continuing need for public understanding of the roles of the broadcasters and others within the broadcasting system, the Corporation suggests consideration be given to the publication of a White Paper on Broadcasting at the earliest possible date.

The Public and Private Sectors

The Corporation holds that the broadcasting need in Canada is too great to be adequately met by either public or private broadcasters alone. Both are essential to continuance and development of effective broadcasting in the public interest. The Corporation believes the public benefits most when the public and private sectors are given specific and differing broadcast goals as their primary responsibility.

The Corporation believes:

- (a) the CBC *primary* responsibility to the public is the provision of a national broadcasting service. It is so stated in the Broadcasting Act.
- (b) the private broadcasters *primary* responsibility to the public is the provision of community or local service. This is not stated in the Broadcasting Act.
- (c) both CBC and private broadcasters, having discharged their primary responsibility, should then be encouraged to engage in all areas of broadcast interest, including international, national, regional, provincial and local.

The Corporation notes the value to the public of alternative service.

The Corporation regards the proper discharge of a primary broadcasting responsibility as involving the provision and distribution of an appreciable number of diversified program hours every day of every year.

The CBC Role

Directed by Parliament to operate a "national broadcasting service", the Corporation interprets this to mean a service which must:

- (a) be a complete service, covering in fair proportion the whole range of programming; bringing things of interest, value, and entertainment to people of all tastes, ages, and interests, and not concentrating on some aspects of broadcasting to the exclusion of others.
 - (b) link all parts of the country in two ways: (1) through the inclusion of a wide variety of national and common interests in its program services; (2) by using its physical resources to bring the national program service to as many Canadians as finances allow. Whether Canadians live in remote or heavily populated areas the national system should serve them as adequately and equitably as possible.
 - (c) be predominantly Canadian in content and character. It should serve Canadian needs and bring Canadians in widely separated parts of the country closer together, contributing to the development and preservation of a sense of national unity. It must provide for a continuing self-expression of the Canadian identity.
 - (d) serve equitably the two main language groups and cultures and the special needs of Canada's various geographical regions and actively contribute to the flow of information, entertainment and understanding between cultures and between regions.
- The Corporation considers the fore-

going to be the essence of its mandate from Parliament.

The Corporation recommends that the proposed White Paper on Broadcasting include a re-affirmation of the concept of the Corporation as a instrument of national policy and that, therefore, the needs of the Corporation be re-affirmed as predominant in the broadcasting field.

The Private Sector Role

The Corporation notes that the private sector is unlike the public sector in that it is not an entity. It is composed of several hundred separate, distinct, and differing units. The private stations are thus primarily suited to serving the public interest through meeting essential community or local needs.

The Corporation therefore recommends that:

- (a) all private stations, with the exception of those chosen as part-time outlets for the national service, be given a *primary* responsibility or mandate for local service (not overlooking other areas of broadcast interest);
- (b) all private stations affiliated with the national service (CBC) be given a *primary* responsibility or mandate as an outlet for the national program service, and a local program responsibility suitably less than envisaged in (a) above;
- (c) a *primary* responsibility be defined for the privately owned CTV television network;
- (d) a study be made soon of the role of rebroadcasting stations and their effect on the original or primary role of the mother station to which they are linked and, further, as to whether or not such mother station-rebroadcasting station combinations comprising effective, albeit unlicensed, networks with no network responsibility;
- (e) a study be made to determine the extent to which Community Antennae

V systems and Closed Circuit systems, together or separately, circumvent the intent and purpose of current broadcasting legislation.

The National Program Service

The four basic principles which guide the Corporation, and are found

On January 31, *Le Téléthéâtre* presented *Madame Maura*, a play written by Lise Lavallée, with Hélène Loiselle in the title role.

on page 8 of this document, state succinctly the program goals of the Corporation. The CBC has not fully achieved these goals nor can it do so with present resources. Much has been accomplished, however, and the Corporation takes great pride in the accomplishment of its people and their overall contribution to a growing Canada.

As Canada changes so do the needs of her people — and so must the CBC. As new forces and emphases

enter Canadian life, the CBC must move to meet them.

The great challenge facing CBC today is one confronting all Canadians: the creation of a new understanding between Canadians and especially between our French- and English-speaking peoples.

Two of Canada's great rivers, The Mackenzie (below) and The Fraser, were shown in special filmed documentaries on Canada '98.



It is essential that CBC continue to contribute heavily to the maintenance and development of the two separate cultures.

A new dimension is now present requiring an acceptable flow of information and entertainment between the cultures with a growing and mature mutual understanding as its goal.

To this end the Corporation will:

- (a) Seek ways of securing and broadcasting more news about Canada and Canadians.

- (b) Develop program units at key points in English-speaking areas to contribute commentaries and other items to CBC French networks.

- (c) Arrange for the provision of similar services on French-speaking Canada to English networks through English eyes and voices.

- (d) Expand joint planning of major network productions to be seen on both the English and French networks.

- (e) Develop other techniques for the sharing of suitable programs.

- (f) Provide adequate air time for a continuing exchange of views between English- and French-speaking Canada.

- (g) Regularly assess the CBC contribution to a greater understanding.

The Corporation also seeks to:

- (a) Provide a greater use of Canadian opinion from points other than Toronto, Ottawa and Montreal, especially on television.

- (b) Provide more network exposure for programs produced outside the two main production centres.

- (c) Obtain a better balance in prime-time English television by decreasing the amount of imported escapist entertainment and broadening the choice of Canadian programming of high attractiveness and quality.

- (d) Provide Canadians with a broader selection of outstanding television from other countries.

- (e) Provide television viewers in the Atlantic area with better viewing times (now one to one-and-a-half hours

later than Ontario) possibly through a "pre-release" schedule.

Canadian Talent

The Corporation understands and shares the publicly stated concern of its talent groups that Canadian opportunity should be greater.

With additional resources the Corporation would provide fuller development and a more systematic use of Canadian talent in television at national, regional and local levels.

While regretting the loss of cherished artists, either temporarily or permanently, the Corporation is proud of the ability of Canadian talent to participate freely and successfully in international entertainment fields. Compensating factors balancing such loss are: pride in Canadian artistic achievement and the relatively new role of Canada as a "provider" of international talent, rather than just a "taker"; the enhanced opportunity created at home for other equally talented Canadians when more seasoned artists extend their field of performance.

A basic responsibility of the Corporation is the development of Canadian talent and the provision of opportunity to be seen and heard locally or regionally and nationally. The Corporation is by far the greatest employer of talent in Canada but it must realistically note that its resources are limited, that it cannot by itself be the only support of all talent in the country, and that program schedules must include many programs not involving the use of talent groups. With these provisos the Corporation will continue to seek maximum use of talent and the development of Canadian programs generally through working with cultural institutions, organizations and individuals.

Educational Television

The Corporation has not been able to pursue its participation in the de-

velopment of educational television as it would have wished. This situation is due to lack of financial resources. Several requests to participate in educational projects, other than those now being broadcast, have had to be refused for financial reasons. This has in no way diminished the Corporation's enthusiasm for the potential of television in education and it hopes that circumstances may allow for development in this area. Meanwhile the Corporation intends to continue active contact and discussions with provincial and educational authorities in the belief that CBC can actively contribute and, ideally, participate in further development.

Canadian Program Viewing

The Corporation has a growing concern that present arrangements within the Canadian broadcasting system are lending themselves, albeit inadvertently, to a circumvention of the intent of the current Broadcasting Act which calls for a system predominantly Canadian in content and character.

The CBC recently checked the amount of viewing of Canadian-produced versus U.S.-produced programs in seven major cities during the 6:00 p.m. to midnight period, March, 1966. It found a direct relationship between the total number of Canadian programs available to the audience and the total amount of Canadian viewing by that audience. In the seven cities the average CBC-owned station devoted 57 per cent of its evening schedule to Canadian-produced programs and drew 53 per cent of its audience with these programs. The average Canadian "second" station devoted about 34 per cent of its evening schedule to Canadian-produced programs and these drew 28 per cent of its total evening audience.

Considering all stations together CBC, private Canadian stations and

U.S. stations (where available), the viewing of Canadian-produced programs was only 30 per cent of the total evening viewing. When the supply of U.S. programs is predominant, audience viewing of U.S. programs is also predominant. On the other hand, viewing of Canadian programs is predominant on stations (CBC) where such programs are predominant.

The Corporation believes these facts warrant further study.

Commercial Programs

The Corporation is concerned with its commercial program operations, not as a matter of principle but because of the degree to which they affect the program service. CBC evening hours on television have become highly inflexible for program planners, largely because of fixed commercial commitments. The greater degree of flexibility that is needed can come only through a reduction in commercial programs.

Most imported programs are both well made and popular. However, they represent the daily importation of other standards, other speech habits, other dress, other viewpoints. Some of this is acceptable but the present volume is too great. The Corporation would wish the volume reduced and the programs replaced in many instances by attractive and popular Canadian productions, especially of a family character. The CBC English network does not have the equivalent of the French network *téléromans* or the U.S. family situation programs. It should. In addition, and through television, Vancouver, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Halifax and St. John's should be no less familiar to Canadians than Los Angeles, Chicago, Boston and New York.

Distribution of the National Program Service

A basic principle of the Corporation's mandate requires that CBC link

the country in two ways: through programs and through their physical distribution. Program production and program distribution are thus indivisible in importance.

The ideal, wherein all national service programs would be available to all Canadians, cannot be achieved in the foreseeable future. The economics of Canada will continue to make this impossible for some time to come. Therefore the public interest requires continued collaboration between the CBC and selected units of the private sector in the distribution of national service programs. The CBC accepts the fact that it is not feasible for private affiliates to carry the full CBC service.

When an area can accommodate more than one station, the Corporation believes the public is better served through the combination of one CBC and one private station than by two private or two CBC stations.

In supporting and accepting the need for continued CBC-private station collaboration, the Corporation feels strongly that there are certain minima which should be established for the Corporation in terms of CBC stations and production centres.

The CBC should have not less than one station and appropriate production centre for each province, including the north country, and that such facilities should normally be located in the capital city. (The Corporation notes this minimum has not been achieved in television, nor in FM radio, but has been achieved, with one exception (P.E.I.), in AM radio.)

Further, in television, the Corporation believes the next station to be established in any area now served solely by a private station or stations, should be a CBC station; that this be done in a co-operative way and with due regard for the needs of the existing station(s).

The Corporation recognizes the need for overall planning and for the co-operation of the public and private sectors in future development of the system and offers its full co-operation. It urges the reservation of channels and frequencies, if possible, for public and private stations alike, including VHF and UHF television and AM and FM radio.

The Corporation's prime concern in coverage comprises 50 areas with a population of 2,000 or more which do not receive the national television service. The Corporation is currently studying the feasibility of an accelerated "frontier coverage" policy which could bring the national service to these areas within the next five to six years. Estimated capital cost — \$15,000,000; additional net operating costs — approximately \$3,000,000 per year. (The present installation rate is about five new areas per year.)

The Corporation has two additional major requirements associated closely with distribution of the national service:

- (a) the gradual development of additional production and/or transmitting facilities across the nation at the appropriate time, in areas now served only by private stations, and
- (b) the provision of adequate production facilities in present CBC network and regional production centres.

Radio Broadcasting

Radio broadcasting is still a vital means of communication and entertainment for Canadians. Its continued use is quickly illustrated by the high number of home and car radio sets sold each year, plus the fact that nearly eight per cent of all Canadians do not have television sets. A large number of television homes also have two or more radio sets.

Today the radio services offered by CBC and those by private radio are markedly different in approach. Pri-

vate radio is largely based on "magazine" programming, much music plus news and short items, while CBC radio has maintained the individual program concept. The incompatibilities of the two approaches are under continuing discussion with CBC's private station affiliates.

Because of the foregoing and other reasons the CBC has just embarked on a major study of the role of radio in Canada today. How can the national radio service best meet the radio needs of Canadians?

AM Radio

The Corporation believes AM radio will continue to be the major radio service for the foreseeable future.

Changes in programs, emphasis or even program formats will undoubtedly flow from the major radio study, but the Corporation still envisages in general a well-balanced diversified program schedule to meet varying tastes and needs. AM radio should continue to be a self-contained complete service.

CBC commercial revenue in radio is largely derived from the sale of spot announcements. Because these announcements are often incompatible with program content and program objectives the Corporation plans a marked reduction in their volume over the next few years. The Corporation's position will be assessed periodically with a view to eliminating all radio commercials other than those associated with programs which are available only on a commercial basis.

The Corporation has appreciatively noted the view of its private radio affiliates that the network program service is of far more importance than network revenue.

Radio coverage is still incomplete. The Corporation notes the continued need for more low power relay transmitters. Canada still has 89 areas each with a population of 500 or more

which cannot receive the national service. Approximate capital cost to serve these communities will be \$450,000 with additional net operating costs estimated at \$500,000. The Corporation is presently bringing service to these new areas at the rate of 13 new LPRTs per year.

The Corporation also notes a continuing need for the complete national radio service, as vigorously expressed by the public, in areas partially served.

FM Radio

The Corporation believes it has been backward in FM participation due to a combination of limited resources and requirements of higher priority.

The Corporation should be provided with the resources to embark on a planned but gradual development of FM. The CBC FM program service should be regarded as experimental for some time to come. The French and English services should be developed concurrently and with a high degree of joint planning and exchange. At this stage such development would occur largely in Toronto and in Montreal which would provide their programs by tape or other means to other CBC stations.

The Corporation believes its FM radio operations should remain commercial-free, other than those programs which can only be made available on a commercial basis.

While FM is still in its infancy the Corporation believes it should be given sufficient funds to provide some of its programs, by tape or otherwise, to private FM stations in non-CBC locations. These FM stations presently have access to imported FM programs. But they have no Canadian source. This service should be regarded as experimental, voluntary on both sides, and not requiring affiliation agreements. It should in no way hinder the establishment of additional CBC-

owned FM transmitters as resource allow.

Public acceptance of FM today based on a combination of program appeal and technical excellence. Technically the Corporation is a third-class FM citizen. It has few FM transmitters and these are inadequate and monaural only.

The Corporation believes its present FM transmitters must be replaced by full power facilities in stereo and the standard should then prevail for additional transmitters acquired by the Corporation. The initial goal - CBC FM transmitters in all major cities.

The Corporation believes it is yet too early to determine whether FM will eventually (a) replace AM (b) complement AM (c) be mainly an alternative and complete service (d) merge and become indistinguishable from AM. Its role and performance should be assessed regularly by the appropriate broadcasting authority and experiment should be encouraged.

Financing the National Service

The Broadcasting Act requires a broadcasting service that is varied and comprehensive, predominantly Canadian in content and character and of a high standard. An additional unstated requirement is that these goals be sought in English and in French, radio and in television, thus requiring the operation of four separate but co-ordinated domestic services on the part of the Corporation. A fifth requirement of the Corporation is the operation of an international broadcasting service. Sixth and seventh requirements are developing as public interest grows in English and French FM radio services, still in a formative stage and as yet not a major financial factor.

The Corporation therefore strongly urges that any assessment of the public cost in broadcasting be based on

the scope and number of the separate broadcast services required, the demands of the Broadcasting Act, the readiness of the country to pay for these services and standards, and the often overlooked fact that the average Canadian spends more time with his broadcasting set than at any occupation except working and sleeping.

The Corporation notes that while operating costs are approaching \$100,000,000 per year in terms of public funds, the average cost today is still only 1¼ cents per person per day for radio and television, a remarkable bargain when related to the wide availability of service, the number of hours and the tremendous variety of programming. No other product of public dollars is as widely used and few are as essential.

The Corporation therefore recommends that:

a) the number of public dollars provided be adequate to provide for the continued and gradual development of the CBC program service and program distribution as outlined in other sections.

b) that CBC financing be provided on a long-range basis related to the length of the "charter" as proposed earlier under the heading "Two-Board system". Financial arrangements could be made for either five- or ten-year periods. The advantages of long-range financing are that it would provide a firm basis for operational planning, make it possible to anticipate the in-

characteristic pose, well-known Western singer Hank Snow performed this imaginative TV setting for Show of the Week.

the "radiroman" Marie Tellier, advocate replaced Les Carnets de l'inspection Tanguay. It featured Dyne Mousso (Marie Tellier) and Andrée Lachapelle.



creasing needs of CBC and apprise all those concerned of the amount of public funds to be assigned to CBC operations for a specific period.

(c) that public funds be sufficient to permit CBC to maintain or increase service while cutting back its commercial activity especially in some prime-time periods; that the initial commercial cutback target be at a rate

tions in presently unserved areas of more than 500 population.

(f) that sufficient funds be provided (as required over the next five years) for the immediate and complete consolidation of CBC facilities at the main network centres of Montreal and Toronto; that additional consolidation take place at Vancouver, Winnipeg, Ottawa and Halifax as rapidly as re-

to all program sources, commercial non-commercial.

(b) It is desirable to provide Canadian business with reasonable access to the national television network for advertising purposes.

(c) Securing commercial revenue assist the public purse should not be done to a degree which prevents seriously hinders the Corporation carrying out its mandate from Parliament. The present volume of broadcast sales is in certain respects hindering the achievement of CBC program goals. Certain sales activity should be curtailed and the resulting increase in net costs met from public funds.

(d) The amount and kind of broadcast sales should continue to be determined by the CBC Board as the result of a continuing assessment of the effect of sales on CBC goals.

(e) CBC network sales revenue is important to CBC and to the many privately owned affiliated stations. The share of network revenue represents the only direct or cash return to the stations for their important role in distributing a fair proportion of CBC program services. The CBC must continue to be concerned with the welfare of its affiliates, possibly extending its concern to the consideration of some form of station time rental to CBC. In limited discussions to date, affiliate representatives have expressed a greater interest in the type of program service from the network than in a time payment scheme. Any appreciable cutback in the present level of network business would affect the situation.

(f) The Corporation should continue its present policies of commercial acceptance, whereunder certain advertising matter is not acceptable, and also its overall self-imposed limitations on the number of commercial minutes in a broadcast hour. (The CBC limit is below that allowed by broadcast regulations).



The School and Youth Programs Department offered a wide range of school and at-home programs providing both instruction and entertainment to children and young people.

of not more than \$5,000,000 per year to be achieved gradually over a period of two to three years; that such cutbacks have due regard to the program distribution services provided by privately-owned stations affiliated with CBC and the basic needs of these stations.

(d) that capital funds be provided as grants rather than loans.

(e) that sufficient funds be provided over a period of five years to establish and operate new CBC television stations in all areas of more than 2,000 population which are now unserved; and new radio low power relay sta-

sources permit, and especially at Vancouver.

(g) that the requirement for the CBC to return surplus cash to the government at the end of each fiscal year be revoked and that some means be found which would allow the Corporation to maintain a reasonable cash reserve for contingencies.

Commercial Operations

The Corporation engages in broadcast sales for three main reasons:

- (a) to secure programs not available on a non-commercial basis,
- (b) to assist the public purse in defraying the costs of a national broadcasting service,
- (c) to meet the national television advertising requirements of business and industry.

The Corporation believes:

- (a) It is essential to maintain access

The Corporation notes the following facts:

a) Of the total net advertising dollars spent in Canada in 1963 the CBC had about 3.8%, the private broadcasters 77.5% and all other media 78.8%.

b) The area of greatest competition for the broadcast advertising dollar is between private stations. Advertising is their only source of revenue and each operator competes vigorously for it with his fellow broadcasters. A private station (when faced with having to share its market) greatly prefers a CBC station to another private station. Self-imposed CBC limitations on broadcast sales and a CBC program schedule aimed deliberately at special as well as general audiences have had much to do with this choice.

c) Approximately one-sixth of CBC's gross commercial income is paid out to the private stations affiliated with CBC networks.

CBC Organization

One major responsibility of the CBC Directors is a continuing assessment of the Corporation's operations. All major changes in planning and organization require their approval.

Early in the Fall of 1964 the Directors approved a management proposal for several changes in the organization. The Directors are awaiting the report of the Advisory Committee on Broadcasting. Should it recommend further changes these will be given full attention.

The Corporation would note the difficulty it has experienced in attracting and holding experienced or qualified French-speaking Canadians in the senior ranks at Head Office. There is no easy solution to this problem in which the willingness of people to work in Ottawa is a key factor.

The lack of bilingual, or partially bilingual, personnel is another major problem of growing importance and concern to the Corporation, espe-



cially at Head Office. For some time the Corporation has been aiding its people to acquire knowledge of a second language, either English or French. A more formal training scheme is to be developed. The Corporation must provide the opportunity and the time for staff to acquire the second language as a first step leading to the establishment of a bilingual requirement for certain positions at Head Office and elsewhere. It is essential that present incumbents of these positions, and potential successors, be given adequate advance notice of the requirement. Present incumbents must have assurance that the development will not work to their disadvantage.

Communications

Like most large organizations the Corporation has a continuing problem with communications, both internal and external. It is a problem which

Suzanne Lévesque, Luc Durand, and Marc Favreau during the children's program Les Croquignoles.

constantly varies in nature and extent. An internal communications study is in process, with particular attention being paid to means of strengthening communication between those who formulate and administer policy and our program production personnel.

Externally, there is evidence of a very strong and basic public support of the Corporation in all parts of Canada and by Canadians in all walks of life. This is tempered by occasional strong reaction to programs which may displease certain groups or individuals.

The Corporation notes that while its contacts with individual artists have been maintained, improvement is required in its relations with the officers and membership of cultural groups in

some parts of the country. Appropriate steps are being taken.

The Corporation's relations with Parliament require improvement and it is working to effect this. At the request of the Public Accounts Committee more detailed information on CBC operations will be provided through the Annual Report.

Members of Parliament are invited to make better use of direct contact with the CBC to obtain factual information which is available on request. Where required they are provided with the names of information contacts.

The Corporation believes it would be helpful to Parliamentarians and to CBC if the proposed White Paper on Broadcasting could include guideposts for Members of Parliament concerning the kinds of information they might most effectively seek through (a) Parliamentary channels, (b) directly from CBC.

The Corporation suggests that if Parliament knew Canadian broadcasting would undergo a detailed and major public review at established intervals, the relationship between itself and individual members would be improved.

Technical Development

Color Television

The Corporation recommends that:

(a) Color television be introduced on CBC television networks in the Fall



of 1966 through the use of certain American programs on the English network and color film on the French network.

(b) Canadian color originations be started with the opening of Expo '67 and continued with broadcasts from the Fair in color throughout the event.

(c) Canadian color originations be continued after Expo '67 from the color studio at that location until such time as the necessary studio facilities in Montreal and Toronto are available. (Color adaptability is included in the consolidation plans for both centres.) The Canadian color productions would be supplemented by the continued use of color film and imported programs.

(d) The necessary moneys for Canadian color facilities and color programs be provided out of public funds as over and above the normal CBC requirement.

Ultra High Frequency Television

(a) The Corporation has not carried out a detailed study of UHF and its possible role in Canada. In general, it believes a need for UHF channels will develop and recommends an immediate and thorough study of known and potential needs in UHF by those

Jazz-great Charlie Mingus was featured on Other Voices, a weekly television series about significant persons and trends in the arts and humanities.

charged with the general development of our broadcasting system.

(b) The Corporation intends to start its own study of UHF, as related to national service needs only, later this year.

(c) Preliminary thinking indicates an eventual need for CBC UHF channels in all areas where VHF channels are not or cannot be made available for distribution of the full national service.

(d) The Corporation believes there is merit in the idea of establishing a CBC-owned UHF transmitter on an experimental basis in an area not presently served by a CBC-owned station to determine public response. Any affiliate relationship with the existing station or stations in the area would not be affected.

(e) A major problem is the lack of UHF receivers in Canada. In the United States manufacturers are now required to equip all sets with both UHF and VHF channels. There is no similar Canadian requirement nor would one appear to be justified until such time as appreciable concrete plans or proposals exist for UHF coverage.

The Corporation notes that, even with a requirement that only combination UHF-VHF sets be built, it could take many years before the number of sets with UHF reception in the hands of viewers was sufficient to warrant the operation of UHF transmitters on other than a relay basis.



This does not apply to educational television use wherein a special demand might be created.

(g) It is suggested that the study of UHF for educational use be continued.

Consolidation of Facilities

The Corporation notes the need for consolidation of its facilities at Montreal, Toronto, Vancouver, Winnipeg, Ottawa and Halifax. The most pressing needs are for Montreal, Vancouver and Toronto.

While the Corporation appreciates that such major undertakings must be related to the resources of the country, nevertheless it must stress the need for them.

In particular, it reaffirms its recommendation with respect to the consolidation of facilities at Montreal. (That recommendation asks for full consolidation of the present 16 locations at an approximate cost of \$60,000,000, not including color technical facilities, to be spread over a period of some years). The CBC considers partial consolidation as feasible but uneconomical. The need for ade-

Chris Gable and Lynn Seymour of London's Royal Ballet as seen in Première, a Festival concert in October. Famed Soviet pianist, Sviatoslav Richter, made his North American TV debut in the concert, which also presented American mezzo-soprano, Marilyn Horne.

quate facilities is so acute that, without relief, the Corporation cannot much longer maintain the standards and output of its French television network and Montreal English operation.

At the same time the Toronto requirement (8 locations) is steadily growing in urgency.

The Vancouver situation is somewhat different. The Corporation is desirous of increasing television contributions to the national network from the regions. It cannot do so adequately from Vancouver, an area rich in talent resources, until modest but adequate facilities are built to replace the old "temporary" quarters housed in an abandoned garage. This need too is urgent.

Special National Services

Over and above its normal services the CBC is frequently required to play a special national role in national emergencies and events of outstanding national importance such as the forthcoming Centennial and Expo '67. Consequently, the Corporation would note briefly the need for special grants to:

- (a) provide special broadcast coverage of the many outstanding national events of 1967 and additional broadcasts leading up to this period.
- (b) provide special programs as a broadcasting contribution to the Centennial celebrations. These would feature our history, our regions, our artists, writers, musicians, thinkers, scientists and Canadians generally.
- (c) provide other countries with access to a reasonable number of the foregoing programs, thus enhancing the Canadian image abroad.
- (d) participate actively in broadcast coverage of Expo '67 and also to provide adequate broadcasting facilities for all broadcasters, including those from other countries who will be telling the Canadian story abroad.

Northern Service

The Northern Service of the CBC utilizes radio only. Television is beyond the present resources of the Corporation.

Broadcasting is an essential means of communication, information and entertainment in the North. In many instances it is the only means.

The object of the Northern Service is to meet as fully as possible the special broadcast needs of the sparse population of whites, Indians and Eskimos scattered across the Territories and the northern parts of the provinces.

The CBC is presently serving northern communities by low-power radio transmitters, most of which are connected to the national radio network (English), and serving the scattered population by shortwave from Sackville, N.B., utilizing the International Service transmitters on a part-time basis.

The Corporation intends to continue the development of its radio service by (a) establishing additional LPRTs as new communities develop and (b) obtaining additional hours of broadcast time from the existing International Service 50 KW shortwave transmitters if and when they are augmented by new 100 KW transmitters as recommended under the following heading "International Service".

The Corporation intends to seek development of its present supplementary program service in the Indian and Eskimo dialects.

The Corporation believes television is an amenity which could do much to make northern life more attractive to the developers of our frontier areas. However, the northern communities cannot compete on a cost-per-capita basis (the CBC yardstick) with the more thickly settled southern communities still unserved and are unlikely to do so in the foreseeable future.

Therefore, if a more rapid development of the North is envisaged the Corporation feels that the presence of television could assist as an attraction for workers and would recommend supplementary grants to the Corporation for this purpose. This was the procedure followed in the initial stages of bringing radio to the North under similar economic conditions.

Should private interests wish to construct television stations in the North the Corporation is prepared to supply them with a recorded television program service at no charge under conditions which now apply to the provision of such service to other areas.

International Service

The Corporation strongly urges and supports not only a continuance but a development of Canada's participation in international broadcasting through the CBC International Service. The Corporation notes the increasing importance of understanding and being understood by our international neighbors. To this end it specifically recommends:

- (a) The purchase and installation of three modern 100,000-watt transmitters at Sackville, N.B., in order to improve and widen the reception of Canadian programs abroad.
- (b) That I.S. antenna systems at Sackville, N.B., be appropriately modified.
- (c) Further development of co-operation with broadcasting systems of other countries in the relaying of Canadian programs over their domestic transmitters.
- (d) Maximum integration of the CBC domestic and international services, in order to achieve further co-ordination of staff, facilities and effort in the process of contributing to, and being supplied with, programs by foreign broadcasters, in both television and radio.

FINANCIAL REVIEW

OPERATIONS

Expense

Total operating expense for the year, exclusive of depreciation which was recorded for purposes of cost ascertainment, amounted to \$119,318,000. This represented an increase of \$7,931,000 or 7.1% over the \$111,387,000 total expense for the year ended March 31, 1964.

Extensions and improvements to the national broadcasting service accounted for about 60% of the \$7,931,000 increase in operating costs over last year. The remaining 40% resulted from increases in the prices of goods and services purchased by the Corporation and increases in labor rates. These increases compared favorably with those experienced in related industries.

Radio Service:

In the radio service, the cost of programs, distribution, and transmission for the year ended March 31, 1965, amounted to \$19,833,000 compared to \$18,032,000 for the preceding year.

Extensions and improvements in the radio service introduced during the year included the following:

- (1) three stations and 17 low power relay transmitters were put into operation.
- (2) an FM network was established.
- (3) total station hours on air rose from 153,047 to 176,123 hours, an increase of 15.1%.
- (4) hours of programming including

both network and local programs totalled 61,914 for the year, a 16.3% increase over the preceding year.

(5) at the end of the current year, the radio networks extended 20,580 miles, which was 2,363 miles more than last year. (Note 2 on table of Significant Statistics.)

Television Service:

In the television service, the cost of programs, distribution, and transmission for the year ended March 31, 1965, amounted to \$75,517,000 compared to \$71,191,000 for the preceding year.

Service was extended in the following categories:

- (1) two new stations and seven auxiliary stations were put into operation.
- (2) station hours on air amounted to 62,008, an increase of 12.9% compared with the preceding year.
- (3) hours of programming, including both network and local programs, increased by 8.3% to 24,317 hours.
- (4) the television networks measured 8,865 miles at the end of the current year. (Note 2, Significant Statistics.) This represented a 6.5% increase over the year ended March 31, 1964.

General:

In Note 2 to the financial statements, reference is made to programs which were not available by policy to carry advertising, and programs which were available but did not carry advertising. Further details may be found

in the Commercial Activity section of this Report. On Page 53 a table shows the approximate percentages of network programming in each category and distinguishes between salable and unsalable programs.

Interest on loans for the year amounted to \$374,000. This new item of expense arose out of the Government policy of financing the acquisition of capital assets by Government of Canada loans. This policy became effective April 1, 1964.

The Corporation's employees numbered 7,963 as at March 31, 1965, a net increase of 284 over the 7,679 at the previous year-end. Some 300 new positions were created for new extended services, the principal ones of which were the television stations at Quebec City and St. John's and the FM network.

Income

The Corporation's gross advertising revenue of \$32,872,000 showed a 1.5% increase over the previous year. Revenue of the television service amounted to \$30,537,000 and of the radio service \$2,335,000, and in total represented 27.5% of the Corporation's total expense excluding depreciation.

Parliamentary Grant

The grant voted by Parliament to discharge the responsibilities of the national broadcasting service amounted to \$85,900,000. The actual operating requirements for the year

amounted to \$85,869,000, leaving an unexpended balance of \$31,000 which was refunded to the Receiver General of Canada on May 31, 1965.

FINANCIAL POSITION

Working Capital

The \$9,832,782 difference at March 31, 1965, between the total current assets and current liabilities comprised the Corporation's \$9,000,000 statutory working capital, and the unexpended balance of Government loans amounting to \$832,782.

Investments

The investment in Government of Canada bonds, June 15, 1967/68, is shown at cost on the Balance Sheet. The market price of \$95.50 at March 31, 1965 showed an appreciation over the year's price of \$92.75.

Inventories

The Corporation's inventories, comprising engineering and production supplies, programs completed and in process of production, and film and copyright rights, increased during the year by \$610,000 or 7.4% over the previous year, to a total of \$8,826,000. The major portion of the increase occurred in the inventory of television programs recorded on videotape or on film in preparation for telecast.

Capital Assets

Capital assets increased by \$13,123,000 to \$81,566,000 during the year.

Forty-six per cent of the expenditures was related to extension of services.

The principal items of expenditure included the following: acquisition of the site for Place Radio-Canada in Montreal, the relocation of television transmitters at Winnipeg, the construction of television stations at St. John's, Newfoundland, and at Quebec City, and radio stations at Calgary and Ottawa.

EQUITY OF THE GOVERNMENT OF CANADA

Loans

During the year the Government of Canada introduced the policy of providing the Corporation with capital funds in the form of loans. Loans for the year totalled \$14,250,000. The first annual payment of interest was made on March 31, 1965, and the first annual principal payment will be due March 31, 1966.

Proprietor's Equity Account

The balance in the proprietor's equity account represents the proprietary interest of the Government of Canada in the Corporation. At March 31, 1965, the balance of \$40,939,000 included \$9,000,000 invested in the Corporation's working capital, and \$31,939,000 invested in capital assets. The Government's proprietary interest in capital assets did not show any increase since capital expenditures for the year were financed out of loans. Increases will occur in future as the loans are repaid.

INTERNATIONAL SERVICE

The Corporation operates the International Service on behalf of the Government of Canada, and all maintenance and operational costs are borne by the Government. In accordance with the provisions of Order-in-Council P.C. 156/8855 dated November 17, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property together with a like sum as a liability to the Government of Canada.

Gross expenditures of the International Service during the year, totalling \$2,523,000, show an increase of \$210,000 or 9.1% from the previous year's gross expenditures of \$2,313,000. From this is deducted revenue of \$451,000 paid by the Corporation to the International Service for occupancy of the Radio-Canada Building in Montreal and for use of the shortwave transmitter facilities by the Northern Radio Service. The net expenditures of \$2,072,000 represent an increase of \$188,000 or 10% over the previous year's net operating expenditures which amounted to \$1,884,000.

AUDIT

In accordance with Section 34 of the Broadcasting Act the books and accounts of the Corporation have been audited by the Auditor General of Canada, whose report as required under Section 87 of the Financial Administration Act accompanies the accounts.

BALANCE SHEET

as at March 31, 1965

Assets	1965	1964
Current assets:		
Cash (including \$832,782 unexpended balance of Government of Canada loans to finance the acquisition of capital assets.)	\$ 3,036,459	\$ 3,610,784
Accounts receivable	3,995,891	4,054,440
Government of Canada — receivable in respect of expenditures incurred on behalf of International Broadcasting Service	195,052	404,245
Investment in Government of Canada bonds at cost (Market value \$955,000)	963,333	1,445,000
Engineering and production supplies, at cost	1,732,003	1,652,394
Programs completed and in process of production	5,248,869	4,792,460
Film and script rights	1,844,769	1,771,105
Prepaid rent, insurance and other items	207,012	186,427
Total current assets	17,223,388	17,916,855
International Broadcasting Service facilities, at cost (contra)	6,311,591	6,296,105
Capital assets, at cost: (Note 1)		
Land and buildings	\$ 32,460,675	27,730,749
Technical equipment	43,992,063	36,135,028
Furnishings and equipment	4,136,771	3,852,381
Other	976,052	724,800
	81,565,561	68,442,958
Less: accumulated depreciation	36,208,958	31,830,557
	45,356,603	36,612,401
	68,891,582	60,825,361

Certified correct:

V. F. DAVIES, *Vice-President, Finance*

Approved on behalf of the Corporation:

J. A. OUIMET, *President*

F. L. JENKINS, *Director*

The accompanying notes are an integral part of the financial statements.

Liabilities	1965	1964
Current liabilities:		
Accounts payable and accrued liabilities	\$ 7,359,828	\$ 8,847,668
Government of Canada — unexpended balance of grant received in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service	30,778	69,187
Total current liabilities	<u>7,390,606</u>	<u>8,916,855</u>
International Broadcasting Service facilities provided by the Government of Canada (contra)	6,311,591	6,296,105
Equity of the Government of Canada:		
Loans to finance the acquisition of capital assets, repayable in 1966-1985, with interest at 5 ¹ / ₄ % and 5 ³ / ₈ %.	\$ 14,250,000	
Proprietor's Equity Account, per statement attached	<u>40,939,385</u>	
	<u>55,189,385</u>	<u>45,612,401</u>
	<u>68,891,582</u>	<u>60,825,361</u>

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of June 4, 1965, to the Secretary of State.

A. M. HENDERSON, Auditor General of Canada

STATEMENT OF OPERATIONS

for the year ended March 31, 1965

Expense	Programs Without Advertising	Programs With Advertising	1965	1964
Cost of production and distribution:				
Cost of programs	\$ 59,214,906	\$ 20,403,797	\$ 79,618,703	\$ 74,387,546
Network distribution	8,433,031	2,294,219	10,727,250	10,877,340
Station transmission	3,855,768	1,148,162	5,003,930	4,430,049
Payment to private stations	—	4,752,553	4,752,553	4,027,418
Commissions to agencies and networks	—	3,718,955	3,718,955	3,824,467
(Note 2)	71,503,705	32,317,686	103,821,391	97,569,823
Emergency broadcasting			869,335	62,8661
Operational supervision and services:				
Program		4,213,365		3,187,711
Administrative		3,871,424		3,579,570
General		2,231,901		2,098,513
			10,316,690	9,767,594
Total cost of production and distribution			115,007,416	107,346,273
Selling and general administration:				
Selling expense		1,998,579		1,887,273
Engineering and development		1,128,796		1,102,127
Management and central services		5,331,629		4,639,278
			8,459,004	7,628,678
Interest on loans to finance the acquisition of capital assets			373,960	
Total expense (Note 3)			123,840,380	115,453,436
Income				
Advertising revenue (gross)		32,871,694		32,392,162
Interest on investments		211,584		240,393
Miscellaneous		365,669		377,563
Total income			33,448,947	33,010,118
Net cost of operations, including depreciation			90,391,433	82,443,318
Deduct: depreciation not recoverable by parliamentary grant			4,522,211	4,071,553
Net cost of operations, excluding depreciation, provided for by				
Parliamentary Grant				
in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service,				
Appropriation Act No. 10, 1964		85,900,000		78,439,000
Less: unexpended balance to be refunded		30,778		62,172
			85,869,222	78,376,828

The accompanying notes are an integral part of the financial statements.

STATEMENT OF PROPRIETOR'S EQUITY ACCOUNT

for the year ended March 31, 1965

Balance as at April 1, 1964		\$45,612,401
Deduct:		
Depreciation included in total expense for the year per Statement of Operations	\$4,522,211	
Net loss on write off of capital assets	150,805	4,673,016
Balance as at March 31, 1965		40,939,385

NOTES TO FINANCIAL STATEMENTS

1. Capital assets in the amount of \$81,565,561 include the sum of \$8,942,231 expended during the last six years in connection with the planned consolidation of facilities in Toronto, Montreal, and Ottawa. The present estimate of the future cost of consolidation of facilities for the Corporation is \$127,842,000, of which, subject to the provision of funds by Parliament for the purpose, approximately \$4,366,000 will be expended during the year ending March 31, 1966, and \$123,476,000 during subsequent years.
2. Programs without advertising include programs not available by policy to carry advertising in the amount of \$44,568,480 and programs available but which did not carry advertising, in the amount of \$26,935,225.
3. Included in total expense are \$252,400 for executive officers' remuneration, \$32,800 for directors' honoraria and \$14,989 for legal expenses.
4. An actuarial examination of the CBC Pension Plan as at March 31, 1964, indicated a possible actuarial deficiency in respect of future benefits payable of \$6,682,000 or about 6.7% of the \$100 million actuarial value. The Trustees have recommended to the Corporation that no action be taken until the further analysis now being made is completed and the effect of the basis of integration with the Canada Pension Plan is determined.

AUDITOR GENERAL OF CANADA

Ottawa, June 4, 1965

The Honorable Maurice Lamontagne
Secretary of State
Ottawa

Sir,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1965. In compliance with the requirements of Section 87 of the Financial Administration Act, I report that, in my opinion:

(a) Proper books of account have been kept by the Corporation;

(b) The financial statements of the Corporation

(i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,

(ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and

(iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and

(c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



A. M. Henderson
Auditor General of Canada

STATEMENT OF INTERNATIONAL SERVICE EXPENDITURES

Recoverable out of Parliamentary Appropriations
for the year ended March 31, 1965

Expenditures	1965	1964
Programming and distribution:		
Production and transmission — general	\$ 980,005	\$ 963,180
Television production	66,996	63,361
West European service	244,554	243,489
East European service	326,648	268,223
Latin American service	94,559	84,142
	<hr/> 1,712,762	<hr/> 1,622,395
General overhead:		
Administration and general services	786,183	690,606
Less: revenue	427,000	428,989
	<hr/> 359,183	<hr/> 261,617
Net expenditures	<hr/> 2,071,945	<hr/> 1,884,012

ANALYSIS OF PRODUCTION AND DISTRIBUTION COSTS AND OF REVENUE for the year ended March 31, 1965

Cost of production and distribution:	Networks and Stations		
	English Language	French Language	Total
Radio service			
Cost of programs	\$11,353,091	\$ 4,384,664	\$15,737,755
Network distribution	1,769,984	596,873	2,366,857
Station transmission	1,434,397	293,805	1,728,202
Payments to private stations	46,782	135,975	182,757
Commissions to agencies and networks	133,312	113,604	246,916
Emergency broadcasting	632,007	237,328	869,335
Operational supervision and services	1,464,970	546,785	2,011,755
	<u>16,834,543</u>	<u>6,309,034</u>	<u>23,143,577</u>
Television service			
Cost of programs	39,751,457	24,129,491	63,880,948
Network distribution	6,778,403	1,581,990	8,360,393
Station transmission	2,275,709	1,000,019	3,275,728
Payments to private stations	3,566,387	1,003,409	4,569,796
Commissions to agencies and networks	2,724,820	747,219	3,472,039
Operational supervision and services	5,478,162	2,826,773	8,304,935
	<u>60,574,938</u>	<u>31,288,901</u>	<u>91,863,839</u>
Total	<u>77,409,481</u>	<u>37,597,935</u>	<u>115,007,416</u>
Advertising revenue (gross):			
Radio service	1,244,929	1,089,679	2,334,608
Television service	22,593,186	7,943,900	30,537,086
Total	<u>23,838,115</u>	<u>9,033,579</u>	<u>32,871,694</u>

THE NATIONAL PROGRAM SERVICE

Government
Publications

The Corporation's responsibility is to put before its audience a full range of the many different kinds of programs that interest people. This requires an awareness of the yearnings of Canadians in every geographical area of our country and provision of the means for people to understand and know one another better. The national service, with all its physical linking of the country, cannot be complete unless it unites the human elements.

The Corporation's task is to link all parts of Canada and its people and to communicate their many different personalities and characteristics. Again this year, there is much to point to with pride, and there is also still much to be accomplished.

The Corporation has no pre-eminence in the matter of Canadian identity but, as the national broadcasting service, it must be preoccupied with Canadian people and events.

The mere catalogue of a broadcast service's activities is enough to indicate the immense social importance of broadcasting. In the past year, the CBC presented many programs of all kinds. Some of them were of special interest; others appealed to a wider, more general audience. In all their diversity they contributed to a schedule that respected and reflected many interests. An added responsibility this year and the Corporation engaged in planning and building programs as part of a progressive contribution to the Centennial Year, 1967.

A CBC network schedule of either language must present a varied and comprehensive service designed to satisfy the interests and needs of Canadians for information, relaxing and stimulating entertainment, for education and enlightenment. Each program must be planned and produced in the manner most likely to attract and hold the attention of that sector of the audience at which it is aimed.

An essential part of a CBC network schedule is a well developed news and public affairs service. Programs of news and public affairs are presented in considerable number and variety, at various times of the day, to give Canadians access to news, information and opinion about the world they live in, both domestic and international. The CBC networks are Canada's only national systems of information and inter-communication, operating in both French and English, on an hourly and daily basis the year round. In a democratic society the free flow of news and information, the provision of opportunities for the expression of ideas and opinions and for the ventilation of public debate and public controversy, is essential to the public interest. The vital difference between broadcasting agencies which are free and independent and those which are not lies almost exclusively in news and public affairs programming.

Programming devoted to news and information, discussion and documentary must provide Canadians with

ample opportunities to express themselves, to hear the opinions of others and to be informed about the world they live in at home and abroad.

General programming of a serious or thoughtful character should include serious drama in the theatrical sense; classical music or experimental jazz; opera, ballet, recitals; satire; high-quality feature films; critical programs on art, architecture, literature and the performing arts.

General programming of a popular character should include quiz or games programs; variety and light entertainment, including comedy and light music; film serials or serial fiction in dramatic form; popular feature films; and certain types of sports programming.

All of the programs in the serious programming category serve an important purpose in a civilized society. They enable listeners and viewers in every part of Canada, urban and rural, to experience and to enjoy the world's best music, best ballet and opera; to hear and to see what established and new serious writers have to say in drama and how the classical theatre speaks to the present age. These are programs devoted to the performing arts, to "cultural" expression in the traditional sense of that phrase.

A great deal of the general or popular entertainment programming in any program schedule is designed to occupy the audience's leisure hours in an interesting and relaxing manner.

The audience must be able to take pleasure from what it hears and sees, laughing at comedy, out-guessing the detectives and criminal lawyers of television fiction, forgetting itself in the drama of a hockey game or an old movie, in the sound of a new ballad, in the sight of a favorite panelist scoring a point against an opponent. In these programs the audience may enjoy danger and tension without risk.

Certain program objectives of the Corporation have not yet been fully achieved. Present schedules do not allow for an adequate dialogue between French- and English-speaking Canadians; they do not adequately reflect the diversified pattern of life, ideas and opinions from the various regions of Canada, nor sufficiently develop and use Canadian writing and performing talents, nor provide a sufficiently broad cross section of foreign entertainment, documentaries, dramas and public-affairs programming.

As to the first, the Corporation is purchasing and modifying for Canadian use the best available equipment for subtitling television programs in one language for use by viewers in another. It will permit the rapid transfer of news reports, commentaries, interviews, discussions, or documentaries between French and English.

Again, small news-and-public-affairs staffs will report to the French network from each of the main centres of Canada. For the first time the French networks will have instant access to

the country as a whole for program material. Without such day-to-day access by its own staff to the news in the main regions of Canada the French networks and the audience they serve cannot capture the full spectrum of Canadian life.

Some of the highlights of the Corporation's programming over the past year are reviewed in the following paragraphs. These references are complemented by representative programs listed elsewhere in the report.

News

Again this year, CBC daily news bulletins reported objectively on all aspects of the national and international scene.

This was the year CBC audiences from coast to coast saw a new Canadian flag raised. The Royal Visit to Canada of Her Majesty, Queen Elizabeth II in October, and the activities of the Royal Commission on Bilingualism and Biculturalism, saw the News Service working closely with CBC Public Affairs on special programming, including *CBC Newsmagazine* and *Caméra 64*.

Most extensive news coverage of the year came with the illness, death and the funeral of Sir Winston Churchill. CBC News provided detailed coverage using the space satellite, Telstar, for instant transmission and making special arrangements through the Corporation's Outside Broadcasts depart-

ment to deliver videotape via transatlantic jet flights.

The thorough and stirring coverage in Canada of this sad event was due in great measure to the British Broadcasting Corporation. The BBC freely made available its magnificent words and sound pictures which the CBC used with the greatest appreciation. The Royal Air Force also co-operated in the jet delivery of film, for which the Corporation has expressed thanks.

Among other international news events covered by the CBC was the U.S. presidential election, with CBC commentators reporting from the Canadian point of view.

To provide more complete world news, the Corporation appointed a Soviet affairs expert as its correspondent in Moscow. CBC correspondents were already based in London, Paris, Bonn, New York, Washington, Tokyo and at the United Nations.

Public Affairs

On the English TV network *The Hour Has Seven Days* was one of the most exciting experiments ever conducted in public affairs programming. The often controversial series — designed as a television magazine with the chief emphasis on current affairs of the week — had its successes and its shortcomings seen by an audience of over 2,000,000 people. The French TV network's hour-long newspaper on the air, *Aujourd'hui*, presented in



nights a week, dealt with many issues in politics, with social and economic problems, with the arts and sciences, and with other areas of interest.

The French network also presented *The 700 Million*, produced originally for the occasional English network series, *Document*. *The 700 Million*, filmed by a three-man CBC crew sent to China, reported on life in that country today. This first authentic television documentary on China by North Americans since the revolution fifteen years ago examined many dimensions of the new China.

The *Canada 98* series presented on both French and English television networks programs about two of the great rivers of Canada (*The Fraser* and *The Mackenzie*). Two programs in this series will be produced each year until 1967. Developments in connection with Expo '67 also provided program material for broadcast in both languages in various ways.

Following last year's French network programs on Africa, *la Faim des autres* was filmed in six South American countries. The series dealt with the hunger of the people not only for food but also for education and technical competence. On English and French TV networks, *The Sixties* and *Sextant* presented two-part studies of Canada's Agricultural Rehabilitation and Development Act and its attempt to meet the problems in rural areas of unemployment, underemployment and low incomes generally.

Producers Patrick Watson (left) and Douglas Leiterman (right) of *This Hour Has Seven Days*, with John Drainie (centre), host of the TV series. The controversial Public Affairs program stimulated much interest and discussion.

Jean Mathieu, Miville Couture and Jean Morin, popular hosts of the radio program *Chez Miville*, listened to radio themselves when time permitted.



Canadian novelist Eugène Cloutier journeyed to many centres across Canada, reporting his impressions for the French network on the radio program *les Voyages d'Ulysse*. Extensive planning for a 12-part radio documentary, *The Canadian Mood*, was completed for English network presentation in April, 1965.

Flanders' Fields, seventeen hour-long programs on the English radio network, told of the Canadians who fought in the First World War through a composite of the stories of some six hundred of their number. *Listening to Pictures*, presented on the English radio network's *Trans-Canada Matinee* series, was a most interesting and successful experiment in art appreciation. The merits of French literature were discussed on French radio in the series *Découverte de la littérature*.

Les Nouveaux Citoyens on French radio and *les 15-25* on television brought 500 young people from all

Serge Bossac and Léo Iliail in *Monsieur Lecoq*, a TV adaptation by Jean-Louis Roux of a story by Emile Gaboriau.

parts of French Canada to express their opinions on religion, relationships with parents, studies, leisure, politics, work, marriage and happiness. These programs resulted from a concerted effort by French network programming officers to enable you to express publicly their views and participate in the general discussion about Canada and its future.

By special arrangement, CBC television showed the U.S. Information Agency's film tribute to the late President John F. Kennedy, *Years of Lightning, Day of Drums*, on the anniversary of the death of President Kennedy.

Music, Drama and Variety

One of the most popular operas ever written, Verdi's *Rigoletto*, was sung in English on CBC TV's *Festival* while a high point of *l'Heure du co*

ert on the French TV network was
ossini's *le Barbier de Séville*.

Plays scheduled for CBC television
uring the year were often contem-
orary and topical. *The Education of*
hyllistine, a moving Canadian drama
y Paul St. Pierre which received a
964 Canadian Film Award and was
laced second at the Montreal Film
estival, was presented in the *Festival*
eries after its original telecast in two
isodes on the English TV network
eries, *The Serial*.

French network television offered
ome notable productions including
Téléthéâtre productions of *le Chan-*
elier by Alfred de Musset and *la*
eine morte by Montherlant. In June,

anders' Fields was an important radio
ocumentary series, and told of the
art that Canadians played in the First
orld War. Picture shows wounded
anadians and German prisoners com-
g in from Passchendaele.

le Gala des jeunes auteurs terminated
another annual competition in which
many promising young Canadian
writers participated. On French radio
Sur toutes les scènes du monde pre-
sented a wide selection of dramatic
writing. *CBC Sunday Night* on English
network radio broadcast *If This Is a*
Man, a powerful account of life in
Auschwitz based on the book by
Primo Levi; *Murder in the Cathedral*,
by T. S. Eliot, was presented on *CBC*
Stage which also offered a dramatic
adaptation of *Trente arpents*, by the
French-Canadian writer Ringuet.

In variety and light entertainment,
Pleins feux, on the French TV network,
presented well-known Canadian and
international artists: *Mr. Scrooge*, an
original Canadian musical based on
Charles Dickens' *A Christmas Carol*,
was telecast on the English network
during the Christmas season. *The*
Wayne & Shuster Hour, featuring Eng-
lish- and French-speaking performers,

was presented on both television net-
works in December as a *Show of the*
Week production.

Religious

Heritage began its television season
with a 10-part BBC film series, *Paul*
of Tarsus, and later in the season
presented a number of programs con-
cerned with religion and its impor-
tance in everyday life. Some of these
programs dealt with faiths other than
Christianity.

The Vatican Council in Rome was
again a subject of many news re-
ports and commentaries on all net-
works. The French-language television
program *les uns les autres* and *Prédi-*
cation du carême on radio continued
to attract a large following, while
Christian Frontiers on the English
radio network explored many areas of
religion and religious philosophy.

CBC television also continued
to present religious services from



churches of principal denominations in co-operation with the National Religious Advisory Council.

Educational, Cultural and Youth

The Corporation presented the widest possible selection of children's programs, and placed special emphasis in its effort to reach more young people.

On the French television network, *Jeunesse oblige*, formerly five days a week, added a sixth program on Saturdays. The one-hour variety show gave young people a television magazine of interviews, popular song hits, new dance steps and music groups, plus a series on music appreciation through the co-operation of Les Jeunesses musicales du Canada.

Music Hop, originating five days a week from five different locations,

Pierre Lalonde and a group of fans for the youth program Jeunesse oblige.

was a similar English network telecast. *Time of Your Life* brought to the English TV network new faces and new talents, a showcase for and about young people.

French television inaugurated a kindergarten of the air this year with the program *la Souris verte*. With the active co-operation of the National Aeronautic and Space Administration in the United States, the scientific series *Atome et galaxies* concentrated on lunar expeditions. CBC TV's educational youth programming also featured an exciting series on space research and the U.S. space program in the national school broadcasts.

In the fall of 1964, the second decade of development of Canadian TV for schools began. The season's telecasts included programs honoring the 400th anniversary of Shakespeare's birth.

A daily 50-minute morning package of television programs for children of

pre-school age was established in present programs when pre-school children could most readily view the and to do so at a daily fixed program time. Audience-data reports suggest the success of this scheme.

For the fourth consecutive year French-language university courses returned to the French TV network. The Metropolitan Educational TV Association of Toronto continued programming on station CBLT and in Montreal CBMT continued its experimental educational TV with the co-operation of Sir George Williams University.

Sports

The major sports event of the year was the 18th Olympic Games in Japan. CBC provided exclusive television coverage for Canada with daily radio and television reports from Tokyo including TV pictures via the communications satellite Syncom III. Videotapes of the athletic events were flown



jet airliners for telecast the day following each event.

CBC radio and television covered the 1965 World Hockey Championship in Finland as well as the annual Stanley Cup hockey playoffs and the Grey Cup football game.

Farm and Fisheries

Because Canadian agriculture and fishing are as varied as the regions of Canada, the CBC's Farm and Fisheries department operates mainly on a regional basis. These programs provide an immediate and useful source of information for farmers and fishermen, but certain programs deal with sub-

jects of general interest. *Countrytime*, on English television, includes regular items on horticulture and general reports on agricultural problems of interest to city dwellers as well as to farmers. *Jardins plantureux, jardins fleuris* on the French radio network is a program about horticulture, while on television *les Travaux et les jours* deals with more varied subjects, such as dairy farming which the program studied in detail. *Country Calendar*, on English television, also conducted studies of methods, in turkey farming and hog-raising. Three one-hour specials presented under the title *Let's Look At Farming*, and produced in cooperation with provincial agricultural departments, acquainted farmers with developments in agriculture.

On radio, *le Réveil rural* and the CBC Farm Broadcasts continued their daily service with bulletins on market prices and reports on agricultural developments.

Of the programs for fishermen a report on the *Lunenburg Fisheries Exhibition* was of particular interest, while the regular programs *Maritime Fish Broadcast*, on radio, and *Fisherman's Log*, on television, provided basic weather and market information.

Talent

During 1964-65, the Corporation spent approximately \$16,000,000 on talent, 60 per cent of it on English networks and 40 per cent on French networks. Over 90 per cent of the total was paid to Canadians.

Again this year the Corporation sponsored contests for young Canadian writers of poetry and short stories for broadcast on its networks. A number of network and local programs designed to assist in the development of Canadian talent were scheduled during the year.

In November, the Corporation signed a 3½-year agreement for both radio and television with the American Federation of Musicians. It also has collective agreements with the Association of Canadian Television and Radio Artists and the *Fédération des Auteurs et des Artistes du Canada*.

Film Production

During the year 1964-65, film produced for or by the Corporation (excluding National Film Board programs) totalled 690 hours. These were made up of 4,386 inserts in live programs, 86 quarter-hour films, 364 half-hour films, and 36 one-hour films.

Feature Films

Though feature films suffer some loss of effectiveness on television, a wide audience has enjoyed at home some outstanding works of the world's film producers.

The French television network provided a wide variety of the more recent French and foreign feature films.





Jean-Louis Roux and François Rozet in a scene from *La Reine morte*, by Morton Heatter, presented on Le Téléthéâtre in February.

ESTIMATED PERCENTAGE OF TELEVISION NETWORK PROGRAMMING BY CATEGORY

Full network programming for a sample week, excluding regional and limited network service and local programming.

English	Percentage
Drama and Film Entertainment	28%
Music, Variety and Quiz	18
Children's, Youth and Educational	18
Public Affairs, Information	16
Sports	12
News and Weather	4
Science and Nature	2
Religious	1
Farm and Fisheries	1
	100%
French	
Drama and Film Entertainment*	44%
Children's, Youth and Educational	19
Public Affairs, Information	16
Music, Variety and Quiz	8
Sports	6
News and Weather	3
Religious	2
Science and Nature	1
Farm and Fisheries	1
	100%

* Feature films were scheduled locally on individual English network stations but as network presentations on French network stations. This accounts for the considerably higher percentage of drama and film entertainment on the French network.

The French network series *Festival* has presented virtually the complete works of Roberto Rossellini, the Italian master of neo-realism, and of Jean Renoir. The *Ciné-club* series, which will celebrate its tenth anniversary in 1965, scheduled some of the world classics, often in the original version with French sub-titles.

The French network relies on original French-language production. American and other foreign films are either dubbed or sub-titled. Unlike its English counterpart, the French network programs up to twelve feature films a week on all its stations.

For the English network, the Corporation purchases television rights on feature films from Canadian distributors, who search the world market for top quality productions. English language feature production is still relatively high, although a cut-back in general family fare for more sophisticated adult features may affect future film programming.

Feature films are mainly scheduled locally on English network stations; however, the network series *Great Movies*, during the summer, presents a selection of world classics.

Intertel

Council members of the International Television Federation — Intertel — met in Montreal at the end of November. Although the Federation was founded in Vancouver in 1960, this was the first council meeting in Canada. The council is made up of representatives from broadcasting companies in each of the main English-speaking countries. In addition to the CBC, organizations taking part in Intertel are Associated Rediffusion in

anny Wayne and Frank Shuster were
en throughout the season in The
ayne and Shuster Hour. The come-
ns are shown here in their hilarious
atch, *Cyrano de Bergerac*.

United Kingdom, the Australian
roadcasting Commission and the
estinghouse Broadcasting Company
d the National Educational Televi-
n and Radio Centre in the United
ates.

ntertel programs are now reaching
world-wide audience of between 40
50 million viewers. Since the
nding of the Federation, the CBC
telecast a total of 20 Intertel
umentaries.

Regional Broadcasting

ince the Corporation must reflect
in all parts of Canada, CBC re-
gional points have a major part to
y: they must present to the rest of
ada a true picture of their own
a, and enable Canadians to learn
ut regional events and the people
o make those events.

o this end, CBC regions make daily
s contributions to the networks,
n-known news commentators from
erent regions are heard on the net-
ks, and regional points produce
larly scheduled network programs
as *Don Messer's Jubilee*, from
fax. A television program of par-
lar interest this year was *Across*
ada, a daily half-hour from dif-
nt points of the network about
onal events.

BC regions must also provide lis-
ers and viewers with a regional and
l service playing an integral part
e life of the community. Regional
ocal news, interview programs
ariety shows help achieve this.
regions pay particular attention
rovincial and local level politics
unicipal and provincial elec-
s had full coverage on both radio



and television. Other regional and
local contributions are listed else-
where in this report.

Northern Service

Since 1958, the Northern Service
has broadcast by shortwave and me-
dium wave, in two Eskimo dialects
and five Indian languages as well as
in French and English, to about 75,000
people scattered over approximately
2 million square miles. About 75% of
the population is served by the me-
dium-wave community stations which
are located at Whitehorse, Y.T., the
program centre for the Low Power Re-
lay Transmitters (LPRTs) of the Yukon
Network — Watson Lake, Mayo, Elsa,
Dawson, Teslin, Haines Junction, De-
struction Bay and Beaver Creek, Yukon
Territory, and Cassiar, B.C.; Yellow-
knife, N.W.T., program centre for the
LPRTs of the Mackenzie Network —
Hay River and Fort Smith, N.W.T., and
Uranium City, Sask.; Inuvik, N.W.T.,
covering the Mackenzie Delta; Chur-
chill, Man.; Goose Bay, Labrador; and
Frobisher Bay, N.W.T. The Yukon and
Mackenzie networks are connected
to the English radio network.

The LPRTs at Teslin, Destruction
Bay and Beaver Creek were built in
1964 and it is planned to add an LPRT
at Fort Simpson to the Mackenzie
Network in 1965. As the Canadian
National Telecommunications extends
its line down the Mackenzie River,
other LPRTs can be added to the net-
work.

In 1964, CBC extended its English
and French networks to the mining
towns of Northern Quebec and New-
foundland-Labrador. The Iron Ore
Company's radio station at Scheffer-
ville, P.Q., and the LPRTs installed by
the CBC at Labrador City and Wabush,
Nfld., were connected to the English
and French networks to broadcast an
integrated bilingual schedule of pro-
grams. At the same time, Gagnon,
P.Q., and Goose Bay were connected
to the French and English networks
respectively. CBC plans, in 1965, to
acquire station CFKL, Schefferville, and
to provide duplicate French and Eng-
lish network service to Schefferville,
Labrador City/Wabush and Gagnon.
The Iron Ore Company plans to build
television stations at Schefferville and



Highly praised was the two-and-a-quarter hour production of Verdi's tragic opera, *Rigoletto*, on CBC-TV's Festival. Directly in front of the camera is Louis Quilico in the title-role; immediately to his left is Cornelis Ophthof, as Count Monterone.

Labrador City/Wabush which will broadcast CBC videotapes.

The Directors of the CBC followed their 1963 visit to the Western Arctic by visiting Churchill, Coral Harbour, Cape Dorset, Frobisher Bay, Pangnirtung, Fort Chimo, Goose Bay, Schefferville, Labrador City/Wabush, Gagnon and Sept-Iles during a tour in the summer of 1964.

A series of talks on the Arctic, by Canadian scientists, entitled *As A Matter of Fact* and produced by the Northern Service in co-operation with the Arctic Institute of North America, was subsequently edited by I. Norman Smith for publication by the Queen's

Printer under the title *The Unbelievable Land*, and with a foreword by His Excellency the Governor General. It became something of a best seller.

In 1964, the Northern Service produced the first and only CBC program for, about and by Canadian Indians. *Indian Magazine*, a weekly half hour dealing with the activities of Indians and Metis throughout Canada, has been very successful, judging by the mail response.

On shortwave, the period 8:30-9:00 p.m. Eastern Time each night except Saturday (when NHL hockey is broadcast) is devoted to Eskimo-language programs produced in Montreal: *Uqausi* (Let's Talk), *Nunassiqmeunut* (Music for the People of the Beautiful Land), *Churchill Calling* and *Frobisher Calling*.

The personal radio message service for Eskimos hospitalized in Southern Canada was expanded in 1964 to include Eskimos attending vocational and academic schools and living in

hostels and private residences. It was also extended to include Northerners of Indian and Metis backgrounds.

Armed Forces Service

In 1964 the Armed Forces Service continued to provide Canadian servicemen and their dependents stationed abroad with shortwave news, live network coverage of outstanding national events, tape-recorded network shows, television films for showing in recreation centres and mess halls, and concert parties of outstanding Canadian variety artists.

About three hours of news, sports and topical events were broadcast daily on shortwave and 70 hours of recorded network programs were shipped to radio stations CAE and CFN in Europe. Network broadcasts of the Stanley Cup playoffs and the Grey Cup game were made available to both stations by trans-Atlantic telephone, thereby creating a simultaneous radio network of over 7,000 miles from Dawson City in the Yukon to Baden Sollingen on the Rhine. Concert parties went to Army and Air Force units in Europe, the Middle East and for the first time, to Cyprus; similar concerts at Navy, Army and Air Force bases across Canada were recorded for later network broadcast.

A weekly package of CBC television programs was loaned to the Armed Forces, for distribution among remote bases in the Arctic, the Middle East, Indo-China and the Congo. Tape-recorded network programs were made available to the RCN for use in ships at sea and about 28 half hours of recorded network programs were supplied weekly to fourteen RCAF stations on the Pine Tree and Mid-Canada Lines for broadcasting on their low power transmitters.

Emergency Broadcasting

Under the Emergency National Telecommunications Organization, a bo-



Soirée du hockey, or Hockey Night in Canada, a favorite with radio and television audiences from coast to coast.

responsible to the Minister of Transport, the Corporation has been delegated the responsibility of developing, organizing and operating an emergency broadcasting system involving CBC and privately owned stations. To meet the requirements of the Canadian Forces and civil governments to warn the public quickly and broadcast survival advice and instructions, in the event of a national emergency, CBC radio networks have been extended to all radio and television stations in Canada, except for a few in the North where no facilities exist. Each station is equipped with an alarm device which is tested periodically as a system to ensure a high order of reliability. These network facilities are kept in 24-hour operational state-of-readiness as are 16 CBC radio stations serving major centres of population.

Following the close of the normal broadcasting day, the networks and stations are programmed throughout the night with unannounced music and news. Five of the Corporation's 50 KW transmitters have been provided with emergency power equipment and other facilities to ensure continuous operation.

With emergency broadcasting planning developing along similar lines in both the U.S.A. and Canada, the CBC has established close liaison with other Canadian agencies and the U.S. Office of Civil Defence and the Federal Communications Commission.

Research

CBC Research assists in planning and decision-making at all levels of Corporation management by providing relevant information on the listening and viewing habits, tastes and interests of the public. Much of this information concerns the audience



appeal of CBC programs, thereby helping the Corporation relate its programming objectives to its actual achievements.

Major projects completed in 1964-65 included a 4,000-interview sample survey of the reactions of farm audiences in Manitoba, Saskatchewan and Alberta to a series of instructional broadcasts on modern methods of farming. A report, *Educational Television for Farmers*, describing an earlier project carried out in Manitoba, was issued in mid-year. The findings of both these studies were used in the planning of later series.

Another investigation, confined to one city, studied the viewing habits of individual members of the same families to find some of the determinants of channel choice.

Research made increased use of audience panels — samples of viewers or listeners who reported regularly by mail their reactions to specified programs. This information contributed to the planning and development of such programs as the CBC radio series on art appreciation, *Listening to Pictures*, the English television network series for young people, *Time of Your Life*, and the new public affairs series, *This Hour Has Seven Days*. By the end of the year, a multi-purpose audience

Bud Knapp (left) and Barry Morse appeared as comic, pathetic tramps in Samuel Beckett's modern-parable play, *Waiting for Godot*, on TV's Festival.

panel was operating on a trial basis for use nationally in 1965-66.

Adaptation of the telephone interview to cover a much wider range of subject matter contributed to several audience studies of French-language program series — among them the "téléromans" serial dramas, the youth program *Jeunesse oblige*, the public affairs *Aujourd'hui* and several CBC-produced entertainment programs.

The lack of relationship between the size of a program's audience and the extent to which the program was enjoyed, or found interesting, by those who saw it occurred frequently in these and other studies. This confirmed CBC views against the uncritical use of ratings figures as the sole criterion of a successful program. Throughout the year, periodic analyses of ratings data were reported as general audience trends; this too takes the emphasis off individual statistics and provides a wider context for the evaluation of program and station performance.

These analyses indicate that Canadians spent about the same amount of time watching television in 1964-65 as they had done the previous year — about five-and-three-quarter hours per household per day in March, about five-and-a-half hours in November, and about three-and-a-quarter hours in July.

Several content analyses were completed during the year. One dealt with

the subject matter of the CBC French network radio and television news-asts particularly referring to the adequacy of news coverage of events at home and abroad, and in English and French Canada. Another examined the Canadian-U.S. program content of television fare available in metropolitan Canada, related this to the amount of actual viewing of Canadian and U.S. programs, and reported on trends over the past four years.

As in previous years, records of the department's research library, its survey findings, and its general store of audience statistics have yielded on request considerable information for outside agencies including federal and provincial government departments, university staff and students, the B.G., several overseas broadcasting organizations, church groups, the Centennial Commission, advertising agencies, commercial research firms, the National Film Board, Members of Parliament, the press, and others. The department prepared various data for the Committee on Broadcasting, conducted a study for the Montreal International Film Festival, and is collaborating on a proposed research study with the Royal Commission on Bilingualism and Biculturalism to which it has seconded staff.

The first season for the TV variety show, *Pleins feux*, was a sparkling success, with Monique Leyrac and many other star performers.



PROGRAM AWARDS

Programs produced by the Canadian Broadcasting Corporation won twenty-one awards in national and international competition during the past year. Six of the awards for television and radio programs were received from the 28th American Exhibition of Educational Radio and Television Programs, sponsored by the Institute for Education by Radio-Television of Ohio State University.

For the second time in three years, the first ONDAS Award of Radio Nacional de Espana went to the CBC, for the series *le Téléthéâtre* presented by the French TV network in 1963.

The Open Grave, presented at Easter 1964 by CBC Toronto won the International Prize of the City of Genoa in the Italia Competition, while *The Silence Barrier*, produced in the series *Explorations* by CBC Halifax won the 1965 Alexander Graham Bell Award.

Following are the programs which won Ohio Awards:

TELEVISION

First Awards

Patterns of Living: Display (Vancouver)
Focus and Telescope: Thursday's Child (Montreal)

The Education of Phyllistine, a moving story of an Indian girl's experiences at a Canadian school, was originally presented on television as part of *Cariboo Country* on *The Serial*, and later repeated in the *Festival* series.



RADIO

First Awards

The Folk Element in Music (Toronto)

Le quart d'heure français:

A la ferme (Winnipeg)

Venture '63: Einstein and After

(Toronto)

Bill of Fare: The Season to Lose

Your Reason (Halifax)

OTHER AWARDS

**National Academy of Television Arts
and Sciences International Award**

Pale Horse, Pale Rider (Finalist)

**Third International Television
Festival of the U.A.R.**

And Then There Were None

Third Prize in Educational "category")

Wilderness Award

One More River: (Douglas Leiterman)

Canadian Film Awards

Best Entertainment Film for Television

The Education of Phyllistine

(Vancouver)

Best Information Film for Television

10/20: Cardiac Team (Vancouver)

Best Public Service Commercial Film

What Shall I Be (Toronto)

19th Annual Vancouver Film Festival

Best Television Film of the Year

Document: The Chief (Douglas

Leiterman)

Best Short Fiction Film

The Education of Phyllistine

(Vancouver)

Certificate of Merit

The Open Grave

**Sopot International Festival of Light
Music and Song (Poland)**

Second Prize:

Pauline Julien with the song

Jack Monoloy, by Gilles Vigneault

**Communauté Radiophonique des
Programmes de Langue Française**

First Prize

International Marches Competition

(Hector Gratton)

Third Prize

International Competition in

Children's Drawings

Canadian Mental Health Award

A special award to the CBC "in
recognition and appreciation of out-
standing public service in the field
of mental illness and mental health"

Art Directors' Club of Montreal

An award for 60-second film clip
made to promote *Festival*

**Halifax Herald Award for
Dramatic Writing**

Jean Pell for *The Gillans*

(Maritime Farm Broadcast)

REPRESENTATIVE PROGRAMS

ENGLISH NETWORKS

Television

Radio

DRAMA

Festival:
The Birthday Party
Mother Courage
Two Terrible Women
Waiting for Godot
The Feast of Lupercal
Show of the Week:
Neighbors
Who Needs an Enemy?
The Outpost
I Ran Into This Zulu
The Serial:
A Train of Murder
Cariboo Country
Eye Opener:
The Blind Eye and the Deaf Ear
The Golden Bull of Boredom
The Lonely Machine

CBC Stage:
Murder in the Cathedral
John A. Macdonald
Trente Arpents
CBC Sunday Night:
If This Is a Man
Midweek Theatre:
The High Seas of Love
The Pebble Beach

SPORTS

Olympic Trials
Olympic Games
World Hockey Championship
NHL Hockey
Stanley Cup Playoffs
NFL Football
CFL Football
Grey Cup Game
Baseball Game of the Week
World Series
CBC Championship Golf
Cross Canada Curling
Horse Races
Soccer: F.A. Cup Final
Telescope:
World of Mr. Hockey

Olympic Games
World Hockey
NHL Hockey
Stanley Cup Playoffs
Grey Cup Game
Horse Races
The Canadian Open
Soccer: F.A. Cup Final

NEWS AND WEATHER

CBC National News
CBC News Specials:
Bilingualism and Biculturalism
U.S. Conventions and Elections
U.N. Crisis
Martin Luther King: The Man and the Prize

CBC National News
Sunday Morning Magazine
Sir Winston Churchill Funeral
Royal Commission on Bilingualism and Biculturalism
U.S. Conventions and Elections
Queen's Visit to Canada

NEWS AND WEATHER (CONT'D.)

CBC Newsmagazine:
Tokyo Olympics
The Harlem Powder Keg
Automation
Queen's Visit to Canada
Astronauts and Space
Sir Winston Churchill Funeral
Flag Raising Ceremony

POLITICAL

The Nation's Business
Provincial Affairs
This Hour Has Seven Days:
The Cathode Colors Them Human
Horizon:
Corridors of Power

The Nation's Business
Provincial Affairs

CANADIAN IDEALS AND HERITAGE

Canada 98:
The Fraser
The Mackenzie
The Ironmasters
Quebec Winter Carnival
Winter Conference
Couchiching Conference
Telescope:
Christmas on Ile-Aux-Grues
The Stage Is a World
October Beach
Bronco
20/20
The Sixties:
Rural Poverty and ARDA
Canadian Film Industry
People at the Top
Automation
Bilingualism and Biculturalism
Festival:
The Education of Phyllistine Bethune
Cineboom

Flanders' Fields
Royal Commission on Bilingualism and Biculturalism
Centennial Programming
Couchiching Conference
Winter Conference
Massey Lectures:
The Real World of Democracy

RELIGION

Church Services
Heritage:
The Bible Today
The Buddhist Way
Classical Judaism Today
CBC Newsmagazine:
The Church in the Modern World
Horizon:
The Age of Renewal

Church of the Air
Christian Frontiers
Easter Programs
Christmas Programs

OTHER COUNTRIES	CBC Newsmagazine: <i>South Vietnam</i> <i>The Great Society</i> <i>Britain's Labor Government</i>	Project '65: <i>Mississippi Summer</i> <i>Tribute to T. S. Eliot</i> <i>Malcolm X, The Enigma</i> <i>Black Like Me</i>
	Intertel: <i>Room Down Under</i> <i>The New Nation</i> <i>Stronger Since the War</i> Torch to Tokyo Document: <i>The 700 Million</i>	BBC News and Commentary

LIGHT MUSIC AND VARIETY	Don Messer's Jubilee Juliette Some Of Those Days Red River Jamboree Music Hop Country Hoedown Festival: <i>Music in the Night</i> <i>The Duke</i> Show of the Week: <i>The Wayne and Shuster Hour</i> <i>Mr. Scrooge</i>	Canadian Forces Showcase Radio International The Tommy Hunter Show Hoop-Dee-Do Variety Showcase Sound of the Sixties
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MISCELLANEOUS	Panel Shows: <i>Front Page Challenge</i> <i>Flashback</i> Show on Shows: <i>Paul Almond Profile</i> <i>John Updike, Poet</i> French for Love Across Canada Years of Lightning, Day of Drums	Trans-Canada Matinee: <i>Listening to Pictures</i> Soundings Assignment University of the Air Project '65 The Max Ferguson Show
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SERIOUS MUSIC AND BALLET	Festival: <i>Rigoletto</i> <i>Première</i> <i>Masters From Soviet Russia</i> <i>L'Heure du concert</i> <i>Concert Italian Style</i>	Metropolitan Opera Sunday Night Dr. Heinz Unger Memorial Concert Vancouver Chamber Orchestra Concerts From Two Worlds Symphony Hall Thursday Concert Chamber Music
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SCHOOL, YOUTH AND EDUCATIONAL	School Telecasts: <i>The Depths Beneath</i> <i>Your World</i> <i>Visite au Québec</i> <i>Ideas of Physics</i> <i>Hamlet</i> Misterogers Butternut Square Razzle Dazzle Time of Your Life Educational Youth Programming: <i>Canadian Historical Figures</i> <i>Patterns of Living</i> <i>Space Science</i> <i>One Man's Hunger</i> Live and Learn Chez Hélène	School Broadcasts How Do You Say Hello? Countdown Rod and Charles
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SCIENCE AND NATURE	The Nature of Things: <i>Einstein</i> <i>Viruses</i> <i>Pacemakers</i> A Place for Everything: <i>The Arctic</i> <i>The Prairies</i>
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HOME AND HOBBY	Mr. Fix-It Take Thirty	Hobby Club
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SOCIAL AND HUMAN RELATIONSHIPS	Telescope: <i>One Square Mile</i> <i>"The Trouble With Being Blind . . ."</i> Heritage: <i>The Church and the Prisoner</i> <i>Poverty and Plenty</i> Take Thirty: <i>Under One Roof</i> <i>Too Young</i>	Citizens' Forum
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FARMS AND FISHERIES	Let's Look at Farming Countrytime: <i>Empire Valley</i> <i>The Greenhouse</i> <i>Port Veterinarian</i> <i>The Great Misunderstanding</i> Country Calendar: <i>This Is Your Competition</i> <i>International Plowing Match</i> <i>The Royal Agricultural Winter Fair</i> <i>In the Path of Farming</i> <i>The Farmer's Image</i> ARDA	National Farm Forum Farm Broadcast
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FRENCH NETWORKS

Television

Radio

PUBLIC AFFAIRS AND INFORMA- TION

Le Téléjournal
Le Supplément régional
Caméra 64-65
Aujourd'hui
Champ libre
La Faim des autres
Documents
Les 15-25
Intérêt et principal
Revue de fin d'année
L'Institut canadien des affaires publiques
L'Institut canadien des adultes
Les Semaines sociales du Québec

Trente minutes d'informations
Le Radiojournal
La Revue de la semaine
Métro-magazine
Reportages
Capital et travail
Le monde parle au Canada
Place publique
Revue de fin d'année
L'Institut canadien des affaires publiques

POLITICAL

Actualités politiques
Cartes sur table
La Politique provinciale
Les Affaires de l'Etat
Sextant
Ouverture de session

Les Affaires de l'Etat
La Politique provinciale

CANADIAN HERITAGE

Travaux de la Commission royale d'enquête sur le bilinguisme et le biculturalisme
Canada 98

Regards sur le Canada français
L'Homme américain
Les Nouveaux Citoyens
Les Voyages d'Ulysse

CULTURE, HISTORY

L'Art et les hommes
Les conférences du professeur Guillemin
L'Afrique noire d'hier à demain
La Guerre des aigles
Relais d'Europe

Philosophes et penseurs
La Revue des arts et des lettres
Sculpture d'aujourd'hui
A la rencontre des illustres
Cinéma, miroir du monde
Vieilles maisons, vieux papiers
Témoignages d'écrivains
Le Bon Usage du monde
Cérémonie du 20e anniversaire du débarquement en Normandie

DRAMA

Le Téléthéâtre:
Miss Mabel
Le Chandelier
Père
Tuez le veau gras
Les Perses (RTF)
Madame Maura
La Reine morte
Le Marin d'Athènes
Marie Octobre

Sur toutes les scènes du monde:
"La Leçon" de Ionesco
"Fantasio" de Musset
"Antoine et Cléopâtre" de Shakespeare
"La Voyante" d'André Roussin
"Le Jeu de l'amour et du hasard" de Marivaux

DRAMA (CONT'D.)

Théâtre d'une heure:
L'Etrangère
L'Ombre
Les Petits Bourgeois
Meurtre à l'étude
Hyménée

Téléromans:
Les Belles Histoires des pays d'en haut
De 9 à 5
Rue de l'Anse
Monsieur Lecoq
Le Pain du jour
Septième-Nord
Thierry la Fronde

Radioromans:
Jeunesse dorée
Vies de femmes
Les Visages de l'amour
Marie Tellier, avocate

SERIOUS MUSIC AND BALLET

L'Heure du concert:
Les Fêtes d'Hébé
Soirée Brahms
Le New York City Ballet
Récital Wilhelm Kempff
Spectacle de Ballet de Jean Babilée
Soirée Mozart-Schumann
Un compositeur canadien: Roger Matton
Le Barbier de Séville
Sur les ailes de la nuit

Jean le Précurseur de Guillaume Couture
Les Petites Symphonies
Récital de Montréal
Petit concert
Récital d'orgue
Chorales du Canada français
L'Orchestre symphonique de Radio-Canada
L'Orchestre symphonique de Montréal
L'Orchestre symphonique de Toronto
L'Orchestre symphonique de Québec
L'Orchestre symphonique de Winnipeg
Metropolitan Opera
Festivals
Concert du mercredi
L'Heure du concerto
Les Chefs-d'oeuvre de la musique
Récital
Le Petit Ensemble vocal

VARIETY, LIGHT MUSIC

Pleins feux
De ville en ville
Bras dessus, bras dessous
Les Couches-tard
Votre choix
Copain, copain
Sérénade estivale
Dans le vent
Rouli-roulant
Dans tous les cantons
Au chien d'or
Emissions spéciales:
Le Parapluie magique
Raymond Devos
Le trio Jacques Loussier
Claude Léveillée
Jean-Claude Pascal

Chez Miville
Le Cabaret du soir qui penche
Visite aux chansonniers
Toute la gamme
Les Joyeux Troubadours
Sur quatre roues
Folklore
Musique en dinant
Musique de films

VARIETY LIGHT MUSIC (CONT'D.)	<i>Gala d'ouverture de CBVT, Québec</i> <i>Gala de "Chanson sur mesure"</i> <i>Henri Salvador</i>	
EDUCA- TIONAL	Les Cours universitaires: <i>Le Monde nordique</i> <i>Principes de science politique</i> <i>Urbanisme</i> <i>Cytogénétique</i> <i>Le roman canadien-français au XXe siècle</i> <i>Histoire de l'art</i> Les Emissions scolaires: <i>Les Forces de la nature</i> <i>Le Secret des choses</i> <i>Les Merveilles de la nature</i> Langue vivante	Les émissions scolaires: <i>Louise et François</i> <i>Musique, langage universel</i> <i>Uncle Harry</i> <i>Explorations linguistiques</i> Université Radiophonique Internationale
YOUTH	Atome et galaxies Jeunesse oblige F= MA Images en-tête Bobino La Boîte à Surprise Les Enquêtes Jobidon Les Croquignoles Coeur aux poings Tour de terre Ti-Jean Caribou Magazine international des jeunes Pépinot La Souris verte Cadets de la forêt Robinson Crusôé Ulysse et Oscar Au clair soleil Le Chevalier Bayard Le Gala des Jeunes Auteurs	Les Aventures de Tintin Tante Lucille La Bande à Pain d'épices Double mesure
GAMES	Tous pour un La Poule aux oeufs d'or Les Insolences d'un caméra	Match intercités
HOME	Miroir d'Eves Votre cuisine, Madame Le Temps de vivre L'Eternel Féminin Marie-Eve vous suggère Des goûts et des couleurs Si santé m'était comptée Reflets La Bonne Fourchette Le Quotidien magique Tire l'aiguille Elles	Fémina Psychologie de la vie quotidienne Interdit aux hommes

RELIGION	Le Jour du Seigneur Les uns les autres A l'heure du Concile Emissions spéciales: <i>Hommage à S.E. le cardinal Roy</i> <i>Pâques et Noël</i>	Terre nouvelle Souvenirs d'Afrique Prière Méditation Prédication du carême Emissions spéciales: <i>Pâques</i> <i>Noël</i>
SCIENCE	Science et coeur	
SPORTS	La Soirée du hockey L'Heure des quilles Nouvelles du sport Le Football de la Ligue nationale La Série mondiale du baseball Golf et tennis sur table Les Six Jours cyclistes Football canadien Sports du monde Emissions spéciales: <i>Omnium canadien de golf</i> <i>Les Jeux olympiques de Tokyo</i>	La Soirée du hockey Nouvelles du sport La Série mondiale de baseball Les Six Jours cyclistes Les Jeux olympiques de Tokyo
AGRI- CULTURE	Les Travaux et les jours	Le Réveil rural L'Homme et le sol Jardins plantureux, jardins fleuris
FILMS	Cinéma international Ciné-club Billet de faveur Images en tête Festival Jean Renoir	
MISCEL- LANEOUS	Défilé de la Saint-Jean- Baptiste La remise des îles à l'Expo Les Cérémonies à Charlottetown La Place Radio-Canada Contrée sauvage Visite de S.M. la reine Les Elections américaines Décès de Sir Winston Churchill Le Nouveau Drapeau canadien Expo 67 La Chasse au phoque 20e anniversaire du débar- quement en Normandie Discours d'acceptation des candidats à la présidence des E.-U.	Remise des îles à l'Exposition Universelle 67 Défilé de la Saint-Jean- Baptiste

REGIONAL AND LOCAL BROADCASTING

Television

Radio

NEWFOUND- LAND

St. John's Regional and Local

Today
Panorama
Coffee Break
All Around the Circle
Eye Witness
Tonight at Eight
Film Festival
Club House 8
Land and Sea
Pillars of Faith
The Minstrels
Provincial Affairs
Hi Teens
University Forum

Newfoundland School
Broadcasts
Sunday Miscellany
Of Ships and Men
Shakespearean School Drama
CBC Weekly
Invitation to Worship
Morning Devotions
Sunday Recital
Spotlight
Let's Dance
Newfoundland Radio Theatre
Newfoundland Forum
Broadcasts
Visit of Her Royal Highness
The Princess Royal
Newfoundland Hockey Finals

Corner Brook Local

Women's Page
Kiddy's Corner
West Coast Jamboree
Tight Lines
Extension Forum
Spotlight

Melody Marketing
Doyle Bulletin
Morning Devotions
Nite-Train

MARITIME PROVINCES

Regional and Local

Gazette
Country Calendar
Fisherman's Log
Interrogative 3
Look in on Libbie
Nova Scotia School Telecasts
Sports Parade
Sportsman's Almanac
Provincial Affairs
CBC News
Hi-Society

Sydney Local

A.M. Chronicle
CBC News
Maritime Farm Broadcast
Maritime Fish Broadcast
Country Capers
Maritime Sportscast
Sports Scene
Atlantic School Broadcasts
Maritime Magazine
Music in the Evening

Cape Breton Chronicle
Junior Farm Broadcast
Town and Country
Hospital Party
Spotlight
Cape Breton Billboard
Roundabout
CBI Notebook
Evening Chronicle
On the Lighter Side
After Midnight

Moncton Local (French)

L'Actualité régionale
Récital
Chorales acadiennes
Soirée acadienne

MARITIME PROVINCES (CONT'D.)

Fredericton Local and Saint John Local

La Vie rurale
Cercles d'études ruraux
Au Service du pêcheur
Chantons ensemble
Parlons mieux
Les Livres que nous aimons
Radio étudiante
La Politique provinciale
En bonne compagnie
Le Quart d'heure catholique
La Bible ouverte

The Breakfast Show
To Market with Music
Earl Mitton
The Diamond Trio
Your Town
The Great Outdoors
Music and Arts
Farm Broadcast
The Ramblers
University Highlights
Sports Extra

QUEBEC REGION

Montreal Local (English)

Steve's Corner
Shoestring Theatre
Metroscope
The Way Things Are
Calendar
Teen '65
The New Generation
Quebec School Telecast
University Credit Course

Montreal Local (French)

Téléjournal
Supplément régional
Longs métrages de 11 heures

Quebec Local (French)

Rond-point
Supplément régional
Récital
Hebdo-sport

Chicoutimi Local (French)

Small Fry Frolics
Let's Consider
Let's Travel
Women's World of Sport
Expo Today

Sur la corde à linge
Métro-magazine
Récital de Montréal

Bonjour Québec
Chansonnnettes
Faire-part

Occupons-nous de nos
affaires
Au fil des jours
Actualités
Réveille-matin
Répertoire
Petite Histoire d'un grand
royaume
Chronique du sport
Match intercollégies
La Voix agricole
Pour que la moisson dure
Récital
Cinéma sans images
Ce qui se passe chez nous

[illegible]

COMMERCIAL ACTIVITY

The CBC exists primarily to meet Canadian needs in providing a complete radio and television service. Nevertheless, the cost of carrying out this mandate has made the CBC, and particularly CBC television, a major advertising vehicle for Canadian business.

This commercial activity brings both advantages and disadvantages. One advantage for the CBC is that some programs are available only through sponsorship. An advantage for the taxpayer comes with advertising revenue — \$32,872,000 gross revenue in the year just concluded — which helps defray the public cost of the national service. An advantage for the country as a whole is the stimulation that television advertising gives to economic growth.

Against this is the rigidity imposed on program schedules by sponsor commitment, a rigidity that significantly reduces the effectiveness of the CBC as an instrument of national purpose. Sponsors are interested mainly in the evening schedule when viewing is highest, and even then usually in just a restricted range of programming categories. This forces the Corporation into the position of tying up large blocks of the evening schedule with light entertainment programs designed to bring in revenue, thereby shutting out of prime time many of the programs that are part of its *raison d'être*. Commercial operations also tend to become an end in themselves unless carefully watched.

Commercial Standards of the CBC

It is important that the CBC have the resources to resist these pressures towards increased commercialization. For instance, the Corporation must retain certain self-imposed limitations on commercial activity. Many types of programs are withheld from sale completely. Advertising for certain types of business and for certain products is refused. Advertising material for broadcast over CBC must meet the Corporation's commercial acceptance standards. Moreover, CBC policies restrict the amount of advertising time on its facilities more than do the BBG regulations.

Programs Not Available for Sale

From a sales point of view, CBC programs fall into three groups:

1. Programs which, as a matter of Corporation policy, are withheld from sale.
2. Programs which are salable both by policy and in fact.
3. Programs which though salable by policy, in fact lie outside of that rather restricted category in which sponsors show interest.

Among the programs withheld from sale by CBC policy are news programs; civic affairs programs; public affairs forums, discussions or commentaries; talks or interview programs in which the full expression of controversial opinions is sought; programs dealing with consumer information or advice; farm and fisheries programs; documentaries and dramatized docu-

mentaries dealing with social, political, economic or human relations questions, in which contentious views or opinions are expected; religious programs; formal educational programs; weather and tide forecasts and children's programs, the purpose of which is predominantly educational.

Salable Programs

For the advertiser, a number of factors bear upon a program's commercial attractiveness. These factors include:

1. The content of the program and the breadth of its audience appeal (general; men; women; teenagers; juveniles; children; specialized minorities; etc.).
2. The day and time the program is broadcast.
3. The nature of the programs that precede it in the schedule.
4. The strength of the competition, i.e., the type and popularity of programs on other stations at the same time.

In general, advertisers will buy only programs with an appeal wide enough to carry their message to a mass audience. Few are interested in minority audience programs or those which appeal to specialized groups... even though, in the aggregate, such minorities or groups may constitute an audience of substantial size. Occasionally will an advertiser buy a "prestige" or "cultural" program.

Mass audiences are restricted to certain times of the day; for radio,

time and especially the morning hours and noon; for television, the evening hours, and particularly the prime time between 7:30 p.m. and 11:00 p.m. But even in prime time an otherwise commercially attractive program may well not find a sponsor if the preceding program for one reason or another appeals to a restricted audience.

To date, Canadian advertisers have shown little inclination to buy sponsorship on daytime television. However, there is limited activity through purchase of daytime spot announcements.

It should also be noted that for the past several years television has taken the major share of the dollars spent on Canadian business for broadcast advertising and it is expected that the share devoted to television will continue to grow. However, as the total amount of money spent on broadcast advertising is rising, some of this increase is coming to radio. This renewed interest lies mainly in spot announcements rather than program sponsorship so that, while relatively few network programs are sponsored,

a considerable volume of spots is booked individually on CBC-owned stations. Total gross commercial revenue accruing from CBC radio in the year just ended was \$2,335,000.

Programs Unsalable in Fact

All these factors restrict the interest of potential advertisers to certain CBC programs, and hence restrict the amount of money the CBC can earn. One obvious way out of the difficulty would be for the CBC to cut down further on the number of so-called "minority" programs, to broaden their appeal, thereby making them salable. But this, as stated earlier, could be done only by reducing the effectiveness of the CBC in carrying out its real purpose; that is, its mandate to provide balanced radio and television service for all Canadians.

The "peak broadcast season" is considered by advertisers to run from mid-September until early June. During this period of 1964-65 (i.e., from September 15, 1964, to March 31, 1965), the total hours of network service on the CBC television networks were divided as to "salability" in the following approximate percentages:

It is important to note several differences between the English and French networks:

The French network makes virtually all Montreal output (99 hours a week) available to CBC-owned stations, with about 95 hours available to affiliates. The English network makes about 66 hours available to CBC stations and 57 hours to affiliates. This difference consists mainly of feature films carried on the French network during the afternoon and late evening (about 29 hours a week) whereas feature film is not carried during peak months on the English network, individual stations buying their own feature films. The much smaller number of French stations makes it practical to buy network rights for feature films rather than just local Montreal rights. Further, some French-language stations are more dependent on network service, hence the network also makes certain live programs available such as the public affairs *Aujourd'hui*, five hours a week, and 4½ hours of educational television programs.

On the French network, the number of hours (but not the percentage) devoted each week to programs withheld from sale by policy is somewhat higher. Also on the French network, the number of hours devoted to programs available for sale by policy but not in fact salable, is considerably higher. These differences are due mainly to the increased hours of network time made available to affiliates. The number of hours devoted each week to programs that are both available by policy for sale and considered to be salable *per se* is about the same for both networks. However, the percentage of salable programs actually sold on the French network is somewhat lower than on the English network. This reflects the fact that in the Province of Quebec some 85% of the television homes served by stations of the French TV network are concen-

	Daytime		Evening	
	From start of network service until 6 p.m.		From 6 p.m. until close of network service	
	English TV Network	French TV Network	English TV Network	French TV Network
1. Programs not available for sale	32%	22%	31%	31%
2. Programs available for sale but considered by the CBC as unsalable <i>per se</i> *	38%	55%	6%	31%
3. Programs available for sale and considered to be salable <i>per se</i> †	30%	23%	63%	38%
Percentage of sale of programs in Category 3 during this period	50%	34%	91%	72%

*Considered unsalable because of their content, their limited audience appeal and/or their position in the network schedule.

†Considered salable having regard to their content, the breadth of their audience appeal and their position in the network schedule . . . but without regard to such factors as the commercial competition of other television stations, the audience appeal of alternative programs available to TV viewers in many areas, the difference in the geographical distribution of the population served by the English and French TV networks or the many variations that exist among Canadian manufacturers as to the distribution and allocation of their advertising budgets.

trated in the area covered by stations in Montreal and Quebec City. Large Canadian advertisers tend to sponsor fewer programs on the French network than on the English network and frequently supplement their French network programs with programs which they sponsor selectively on competing stations in Montreal and Quebec. It reflects, also, the intense competition of private television stations in these two major markets, whose programming is commercially oriented to a much greater degree than that of CBC.

As to network sales achievement, it should be noted here that for the fiscal year 1964-65, the CBC television networks reached the following percentages of their respective sales targets:

English TV Network	98%
French TV Network	94%

Sales

For the year ended March 31, 1965, the gross revenue from network and station business was as follows:

English Television	\$22,593,000
English Radio	1,245,000
French Television	7,944,000
French Radio	1,090,000
Total:	\$32,872,000

Export Sales

CBC programs are designed essentially for home consumption, and their world-wide distribution is not a major objective. Nevertheless, a number of CBC programs have aroused interest in Commonwealth and foreign broadcasters. CBC Export Sales deals exclusively with the sale of these CBC programs in other markets.

In the year under review these sales totalled about \$275,000. They were made to broadcasting organizations in Australia, Germany, Hungary, New Zealand, Sweden, The United Kingdom, and the United States.

Programs or program series making up these sales included *The 700 Million*, *The Open Grave*, *The Dark Did Not Conquer*, *Caribou Mystery*, *The Living Sea*, *The Nature of Things*, *Parade*, *Through the Looking Glass*, *Wayne and Shuster*, and several programs in the *Festival* series.

Selling Costs

The Corporation, like any selling organization, must maintain an adequate sales force (that is, personnel directly engaged in selling) and sufficient ancillary staff to handle sales administration, the day-to-day servicing of customers' requirements, and the related accounting procedures.

Most of this staff is in Toronto and Montreal, the two network centres where Network Sales Departments

and National Selective Television Sales are backed up by Sales Service and Contract Service. In addition CBC Commercial Acceptance is located at the network centres to ensure that all advertising material broadcast by CBC meets Corporation standards and policy requirements.

In addition to the staff at the network centres, sales personnel are located at Vancouver, Calgary, Edmonton, Winnipeg, Windsor, Ottawa, Quebec, Chicoutimi, Moncton, Halifax, Sydney, Corner Brook, and John's. Their job is to develop sales at the local level and they too are backed up by staffs of appropriate size in Sales Service, Contract Service, and Commercial Acceptance.

In 1964, commissions for radio and television salesmen were successfully introduced into Toronto and Montreal.

For the year ending March 31, 1965, the CBC's combined selling expense (radio and television) amounted to about \$2,000,000 or 6 per cent of gross commercial revenue.

Dr. Louis Siminovich, head of the microbiology division of the Ontario Cancer Institute, and one of today's leading virus researchers, appeared in The Nature of Things.

The contrasts between the old China and the new were dramatically shown in the 90-minute television documentary, The 700 Million.



DISTRIBUTION OF THE NATIONAL SERVICE

Canada's broadcasting system — in particular the method by which it distributes its national program service — is unique.

In this country of broad expanse and thinly scattered population, some 70 per cent of all Canadians cannot get complete national service through CBC stations. Some 25 per cent receive partial national service from privately owned stations (i.e. affiliates) and CBC networks who give a good share of their time to network programs.

During a typical week in 1965 the English radio affiliates of the CBC carried an average of 30 hours of network service; French radio affiliates averaged 48 hours. In television, affiliates of the English network carried 50 hours on the average while French affiliated stations averaged over 70 hours.

Though many Canadians cannot receive all network programs, the affiliates must be commended for the role they play in giving time to the national service. In television particularly, it is just not feasible for the affiliated stations to take appreciably more network time.

Agreements covering the operating relationship between the Corporation and the privately owned stations define such matters as the amount and scheduling times of network programming to be carried, sponsored program rates, etc.

The integration of network programming with the schedules of indi-

vidual stations raises special problems. These are discussed by joint Radio and Television Network Advisory Committees which usually meet twice each year. These Committees review network schedules, network rates, program promotion and a wide variety of matters related to network operation. From time to time the two main Committees establish subcommittees to examine and recommend solutions to specific problems. Both committees have been extremely useful in the relationship between the Corporation and its privately owned radio and television network affiliates.

In addition, there are annual general radio and television meetings with affiliates to review the network operations for the previous year, particularly programming. These meetings also provide an opportunity for the Corporation and its affiliates to consider future operations, questions of mutual interest in the broadcast industry and matters of a long-term nature.

During 1964-65, the national radio service was extended through privately owned affiliated stations to Schefferville and Sept-Îles, P.Q., Wawa, Ont., and Duncan, B.C. The national television service was further extended through the establishment by privately owned affiliated stations of new facilities at Cloridorme, Ste. Rose-du-Déglé, St. Patrice de la Rivière-du-Loup, Val d'Or, Ville Marie and Matagami in Quebec; Huntsville in Ontario; Marquis in Saskatchewan, and Enderby, Celista, Kildala and Ke-

mano in British Columbia. The English TV network was extended to the affiliated station at Prince George, B.C., CKPG-TV, replacing the delayed film service previously used to provide network programming to that station.

CBC Station Coverage

In radio an important service is performed by Low Power Relay Transmitters (LPRTs) in the more remote areas of Canada. These are small unmanned radio transmitters developed by CBC engineers to relay radio network service to listeners where reception is inadequate or non-existent and installation of a manned station is impractical. LPRTs broadcast on the standard AM band to small audiences at a low per-capita cost.

There were 129 LPRTs in operation in 1964-65. Seventeen new ones extended radio service to new areas. Eight of these (at Quinan, N.S., Rogersville, N.B., Rivière-au-Renard, Gagnon, Grande Vallée and Mont Brun, Que., Sturgeon Falls and Elliot Lake, Ont.) are connected to the French radio network, and seven to the English radio network (at Port-aux-Basques and Woody Point, Nfld., Red Lake, Spanish and Terrace Bay, Ont., Salmo and Fort St. James, B.C.). Two others, at Labrador City and Wabush, Nfld., provide a bilingual service derived from the French and English radio networks. In addition, network service was extended to the LPRT at Ocean Falls, B.C., previously programmed by

off-air reception, and to CFGB, Goose Bay, Nfld.

In August, a new 10 KW French radio network transmitter, CBOF, and associated studios came into service in Ottawa.

Prairie listeners received improved service in October when the new 50 KW radio transmitters at Calgary and Edmonton commenced service, replacing CBX at Lacombe. New studios program these transmitters. The Calgary station has one studio, announce booth with necessary control room and office space housed in an extension to the TV Network Program Relay Centre; at Edmonton, new quarters adjoining the CBXT studios have two studios, control rooms, an announce booth and office space.

The Saint John, N.B., area also received improved English radio service in October with the opening of CBD, a 10 KW transmitter at Saint John, controlled from the CBZ studios in Fredericton.

In British Columbia, CBU-FM Vancouver was relocated on Mount Seymour, and its power increased to 100 KW, while at Prince Rupert the power of CFPR was increased from 250 watts to 10 KW and its frequency changed to 860 kc/s.

The previously bilingual tri-city FM network serving Toronto, Ottawa and Montreal was reinstated in November as an English-language service, with tapes provided to CBU-FM in

Vancouver. French-language FM programming was continued on CBF-FM, Montreal.

New television stations with studio facilities were completed at Quebec and St. John's, Nfld., the Quebec station, CBVT, being connected to the French TV network and CBNT St. John's to the English TV network. Both operate from temporary studio quarters with work proceeding on the permanent studio facilities.

French TV network relay transmitters began operating at Cheticamp, N.S., and Timmins, Ont., with associated rebroadcasting stations at Magdalen Islands, Que., and Kapuskasing, Ont., while English TV rebroadcasting stations commenced service at Red Lake, Atikokan and Fort Frances, Ont., rebroadcasting the transmissions at CBWAT Kenora. The two Winnipeg TV transmitters, CBWT and CBWFT, were relocated south of the city and given power increases, thus extending their service areas.

Every Sunday, the celebration of mass was televised from the chapel of Collège Saint-Laurent, Montreal.

A smooth blend of entertainment and education, The Rod and Charles Show, appealed to radio listeners of all ages. In a typical program on space travel, Charles Winter donned a space-suit and Rod Coneybeare master-minded the launching into outer space.



PLANNING

The extension and improvement of the national radio and television services are of continuing concern to the CBC. At present about 58% of the more than 14,500,000 Canadians who speak English only, or are bilingual, receive the complete English-language television service through CBC stations; another 34% receive partial service from privately owned stations of the CBC English television network. The complete English radio service is available to approximately 75% of them through CBC stations while private affiliates provide partial service to another 23%.

There are 5,700,000 Canadians who speak French only or are bilingual. Complete television service in the French language is available to more than 63% of them through CBC stations, and private affiliates provide partial service to an additional 26%. CBC stations offer complete French radio service to nearly 80% and another 14% are within range of private affiliated stations.

Much of the population still to be served is in small, scattered communities. Some 90 areas with a population of 500 or more do not receive adequate CBC national radio network service. In television, approximately 50 areas of 2,000 or more are outside the national service coverage. To bring television and radio service to these small communities is both difficult and costly.

The Corporation continuously reviews the possibility of establishing

adequate service in these areas. This involves a priority list which changes as circumstances change. Main factor in establishing priorities is the per capita cost. Other factors are language and geographic locations, particularly the degree of isolation.

The Corporation's long range plan is to provide as far as practicable complete CBC national network programming, both television and radio, to all parts of Canada. The immediate goal is to fill in the gaps not now covered by CBC or affiliated stations.

The Corporation also feels it is in the public interest to establish at least one CBC station in each of the provinces, preferably in the capital city. These stations would both reflect the regional look of each province to the rest of Canada and provide the complete national service to these areas.

Consolidation

Due to rapid expansion of television over the past 12 years, Corporation facilities in the large centres are dispersed throughout each. To improve efficiency, the Corporation has planned for consolidation of these facilities in each centre.

In Montreal, the Corporation acquired a building site in September, 1964. Detailed engineering design is progressing satisfactorily and should be completed in the next few months. Planning for consolidation in Toronto is well advanced but, as with Montreal, further steps must await the

report of the Advisory Committee on Broadcasting. Preliminary studies have been made for consolidation at Vancouver, Halifax, Ottawa and Winnipeg, as funds become available.

Expo '67

A major international undertaking like Canada's 1967 World Exhibition presents the host country with a variety of challenges and opportunities in all fields of the arts and sciences.

Broadcasting in radio and television can illustrate the Expo theme, "Man and his World", with unparalleled effectiveness. And apart from its intrinsic importance in an exhibition of this vast scope, broadcasting has a role to play at Expo '67 in reflecting Canadians to themselves and to the world.

At the invitation of the Canadian Corporation World Exhibition, Montreal, the Canadian Broadcasting Corporation will co-ordinate the broadcasting services offered to visiting broadcasters at the Expo '67 activities site. A Director of Broadcasting has been appointed, a staff is being recruited, and an operational facility planned. Present indications are that about 200 foreign and Canadian broadcasting teams will be using the facilities.

The Corporation will meet these broadcast demands through creation of a Broadcasting Centre. The building itself has been designed in a functionally attractive way to comple-

ment its neighbors. It will include a large television studio of 7,000 sq. ft. together with one smaller television studio of some 1,600 sq. ft. These facilities will have associated control rooms and a joint television-radio master control room and co-ordination centre. Six radio booths will have separate control facilities, including those for recording and assembling program material.

The building will also accommodate maintenance personnel, administrative offices and the necessary housing for radio and television mobile units. The design makes possible guided tours for visitors to see broadcasting in action, and the major television studio will have room for an audience.

Broadcasting Centre will be the agency through which broadcasters can have their questions answered, their movements cleared in advance, their entry assured, their pick-up positions confirmed and their program requirements serviced. CBC International Service hopes to be able to cope with at least 12 languages at the Centre.

Centennial Planning

The Corporation will make a substantial contribution to Canada's centennial of Confederation. The major efforts of the Corporation in 1967 will be national coverage of the many exciting events now being planned. The scale of CBC participation will depend on funds available.

At present, the Corporation is assessing the technical and manpower requirements of Centennial Year. Information about projects, large or small, in all areas of Canada, is being collected and processed to help plan their coverage. These plans must be flexible, yet comprehensive enough to cover events of such vast scope as Expo '67; sports competitions, national and international; cultural projects and major events in every area

of the country; visits by Heads of State; and the possibility of a series of Royal Visits.

The CBC will also have to undertake many responsibilities on Canada's behalf towards broadcasting organizations from all over the world who will be here to cover the events.

Color Television

After a period of continuing assessment the Corporation is now ready for the introduction of color television as funds become available. Additional comment on color appears in more detail on page 16 of this report.

Corporation engineers have followed developments in color television in the United States and other countries and have prepared detailed plans for conversion of certain facilities when the need arises including the evaluation of existing equipment for suitability for color production, recording and transmission. CBC and the communications companies have kept in close touch on transmission problems and the Canadian microwave networks could be made ready quickly for color transmission. Consolidation planning for Montreal and Toronto has taken color into account and will provide a facility with a minimum of conversion problems.

When conversion to color occurs extensive preparation will be required in the Operations areas. Detailed plans are now ready for the training of staff, and instructors are being prepared to do the job.

Frequency Modulation

The Canadian Broadcasting Corporation began FM broadcasting in 1947 with stations in Ottawa, Toronto and Montreal, followed in 1948 with a station in Vancouver and a French-language FM station in Montreal.

Bilingual FM network service, with programming separate from AM, began in 1960 on the Toronto, Ottawa



Music Hop, on television, presents shows for teenagers, featuring local talent from Vancouver, Winnipeg, Toronto, Montreal, and Halifax.

and Montreal stations. In 1962 the network was discontinued because of curtailment of operating funds. However, in October, 1964, this network service resumed in English and now includes CBU-FM, Vancouver, by means of tape programming. In Montreal, French-language FM programming remains available through CBF-FM, while CBM-FM broadcasts network service in English. The Corporation has applied to the Board of Broadcast Governors for the acquisition of CFMW-FM in Winnipeg, Manitoba. Should this be recommended, the Corporation's FM programming would become available to some 700,000 people in the Greater Winnipeg area.

Although FM development has not progressed as rapidly as originally thought, the lack of suitable frequencies for AM expansion, and a strong interest by many listeners in specially designed FM programming, indicate an upsurge in FM development. It is not possible at this time to predict accurately the future role of FM since it could be affected by the introduction of color television; however, it appears that FM will play an ever increasing part in the development of broadcasting in Canada.

INTERNATIONAL SERVICE

This year the International Service marked its 20th anniversary. The years have seen considerable changes in the purpose and scope of international broadcasting. The increased popularity of shortwave listening and the growing demand for international exchange of programs fully taxed the facilities of the International Service. Daily shortwave broadcasts in eleven languages informed listeners of events in Canada and Canadian attitudes toward international events. The Service used English, French, Spanish and Portuguese for transmissions to Western Europe, Africa, Latin America, the Caribbean area, Australia, New Zealand, and North America, while Central and Eastern Europe were served by broadcasts in German, Czech, Slovak, Russian, Ukrainian, Polish and Hungarian.

News and commentaries together with the lively coverage of Canadian events ranging from the Royal Visit

to bicycle racing were popular with shortwave listeners and audience mail increased by 69 per cent over the previous year. This remarkable increase was due in part to the cessation of jamming to Eastern European countries and to a change in the political climate. Another important factor was the renting by the International Service of additional transmitting facilities in Britain to augment the three 50-kilowatt transmitters presently in use.

Answers to all this mail in eleven languages are frequently supplemented by printed material from municipal, provincial, federal and many other Canadian sources.

The popular Radio-Canada Shortwave Club now has 2,000 members. The technical standards and rules applying to this program have won acclaim for the International Service in shortwave publications, with other countries following Canada's example.

All language services gave full cov-

erage in their shortwave transmissions to the Royal Visit and the centenary celebrations at Charlottetown. The International Service co-operated with the BBC to provide live broadcasts to Britain and covered the events for the other Commonwealth countries. German networks were also served by trans-Atlantic cable, at times in live broadcasts.

The many international conferences and sports events held in Canada, and visiting artists, scientists and statesmen from other countries, enlivened programs with first-hand impressions of Canada by the visitors. The progress of Expo '67 was reported in 328 different programs during the year. In addition, regular news bulletins and other programs included information

German-speaking construction-crew members being interviewed on site for CBC International Service in Calgary, Alberta.



about the World Exhibition. Special programs also went on tape or by shortwave and cable to broadcasting organizations abroad, many of them in languages not included in the regular shortwave services of the International Service.

A marked increase in the exchange of transcribed programs occurred during the year. The exchange of transcriptions between International Service and broadcasting organizations of the western world has been well established for some time. This year, however, Radio Moscow approached the Service for the first time suggesting more exchanges. As a result, International Service offered Radio Moscow items wherever appropriate, including reports on the tour across Canada by the Russian pianist Sviatoslav Richter, an interview with Glenn Gould, and TV film of

Monique Miller, François Rozet and Jean Faubert in a drama by Marivaux, Le Jeu de l'amour et du hasard, presented in the radio series Sur toutes les scènes du monde.

the visits to Canada of the Russian Minister of Agriculture and of the Russian hockey team.

In the regular transcription service the year brought closer co-operation between International Service and the networks of the National Service of the CBC. A newly negotiated union agreement now permits CBC stations to play recordings of Canadian music assembled by the International Service over the last twenty years. A new series of Canadian music transcribed in recording sessions across the country will be available in the coming year.

In order to compete internationally, the Service started offering both music and spoken-word transcriptions in stereophonic sound during the past year.

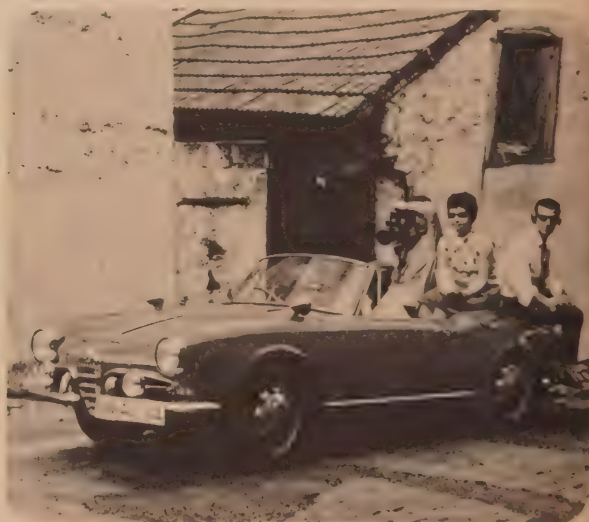
The English, French, Spanish and Portuguese language services produced new series of spoken-word transcriptions which were offered to virtually all radio organizations of the many countries in their areas — the Commonwealth, Europe, Africa, Latin America and the United States. In return, International Service received a

wealth of transcribed material from all parts of the world for use on domestic CBC networks.

Canada Magazine, a 15-minute television program, was produced in English, French, Spanish, German and Russian as well as in an international edition. These programs consisted of short vignettes of life in Canada and were appreciated by a number of broadcasting organizations abroad.

The most unusual feature of the year was assistance by the International Service to the Easter Island scientific expedition. A technician was detailed to the expedition with equipment for a daily two-way radio link between Easter Island and Montreal. As there was no other means of communications with the Island, the shortwave link was very important to members of the expedition in communicating with their headquarters at McGill University and with their families.

At Ansbach (Germany) a sequence filmed for presentation on the Public Affairs program Sextant.



ORGANIZATION

Under the terms of the Broadcasting Act, the Corporation consists of the President, the Vice-President, and the other Directors appointed by the Governor-in-Council.

The Directors are the Trustees for the public interest in the operation of the national broadcasting service. They are responsible for the broad direction of the affairs of the Corporation. The Directors have established the Executive, Program, and Finance Committees. The Executive Committee is vested with authority to act between meetings of the full Board. The Finance Committee meets once a month to discuss, review, and plan the Corporation's finances. The Program Committee reviews program planning and policy, and assesses the programming output of the Corporation.

The President presides at meetings of the Directors and of the Executive Committee; and is responsible to the Directors for the conduct of the affairs of the Corporation. Primarily, the President devotes himself to matters of policy, long-range planning, financing, external relations, and a continuing assessment of CBC performance.

The Vice-President deputizes for the President in the latter's absence; and he is responsible to the President for the conduct of current operations of the Corporation.

Under the President and the Vice-President, there are four operating

divisions and six staff departments, each headed by a Vice-President.

The Operating Divisions

The English Network Broadcasting Division is responsible for the programming, administration, and operation of the Corporation's English-language radio and television networks and of CBC stations located in Toronto.

The French Network Broadcasting Division is responsible for the programming, administration, and operation of the Corporation's French-language radio and television networks and of CBC stations located in the Province of Quebec.

The Regional Broadcasting Division is responsible for the programming, administration, and operation of the Corporation's radio and television networks and stations in the regions (British Columbia, Prairies, Ottawa, Maritimes, and Newfoundland), for the Northern and Armed Forces Services, and foreign offices (Washington, New York, London, and Paris).

The International Service is responsible for the programming, administration, and operation of the Corporation's shortwave and transcription services to foreign countries.

The Corporate Staff Departments

The Assistant to the President provides assistance to the President in the broad area of corporate policy

and relationships. He is also responsible for corporate services in information, and public and station relations. The General Counsel, who is also attached to this department, is responsible for corporate legal and contractual services.

The Administration Department is responsible for corporate administrative services, for the development of policy and standards, and for assessment in the field of personnel, industrial and talent relations, and office administration.

Programming is responsible for corporate programming leadership and services, for the development of programming sales policies and standards, and for assessment in the field of programming and sales; and for the direction of the activities of the audience research units.

The Engineering Department is responsible for research, design, and construction of engineering and architectural projects; for corporate engineering services, for the development of policy and standards and for assessment in the field of network, studio, and transmitter engineering operations.

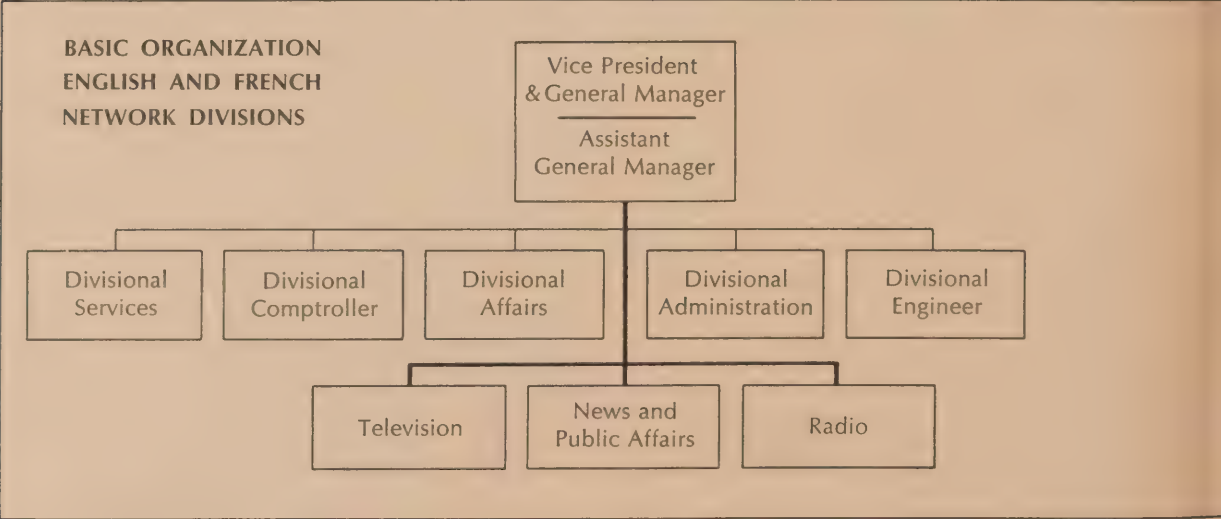
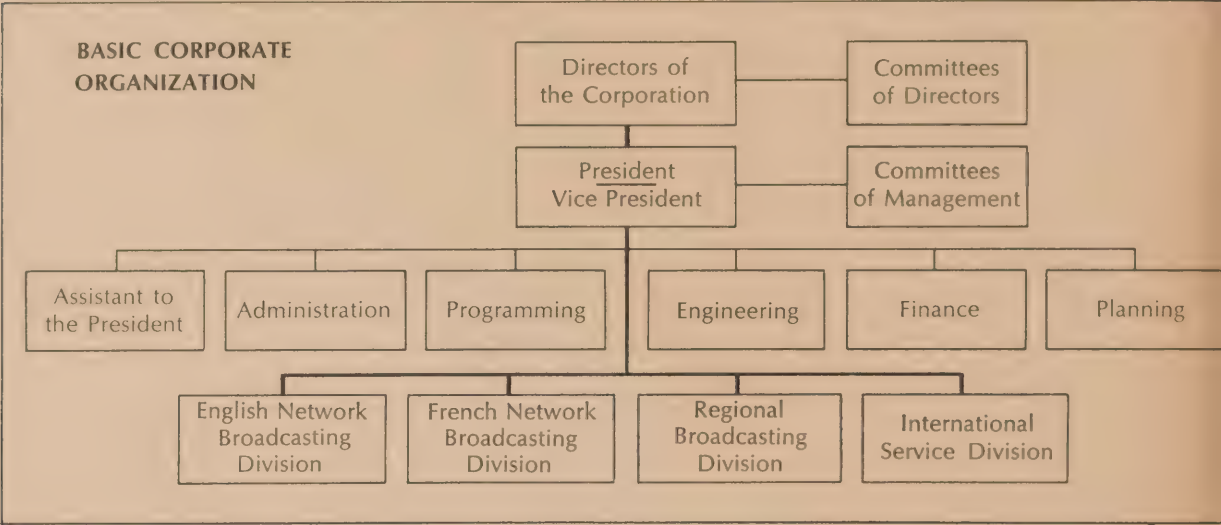
Finance is responsible for corporate financial activities, the development of policy and standards and assessment in the field of finance, accounting, budgeting, audit, systems and procedures, and data processing.

Planning is responsible for the establishment, maintenance, and evaluation of an overall co-ordinated corporate plan for the long and short term development of the Corporation's broadcasting facilities and services; also for operational policies, standards, procedures, and assessment.

This organization is illustrated by the following chart entitled "Basic Corporate Organization". This chart represents the structure announced by the Corporation in December, 1964.

The principal change made at that time was the establishment of a senior position for Planning and a re-assignment of responsibilities making up the Administration Department.

At the same time, the Corporation announced fundamental changes in the structures for the English and French Network operating divisions to provide for separation of activities into Radio, Television, and News and Public Affairs. This arrangement is shown in the accompanying Divisional chart.



CBC NETWORKS

as at March 31, 1965

CBC and private affiliates have available all network service except that in the case of commercial service on the radio networks, sponsors have the option as to whether or not they wish to purchase certain private affiliated stations. On the television networks all basic stations are automatically included in sponsored network programs and supplementary stations are ordered commercially at the option of the sponsor. Affiliated stations are

required to carry certain amounts of network program service. In radio this is referred to as "network reserved time" and refers to sustaining programs only; in television it is "network option time" and includes both commercial and sustaining programs. All affiliates are paid on the basis of their network card rate for the commercial programs they carry. Sustaining network programs are provided free of charge by CBC and broadcast free of charge by affiliates.

NETWORK SUMMARY

Networks	Basic Stations				Supplementary Stations		Total
	CBC	(Aux)*	Private	(Aux)*	Private	(Aux)*	
Radio (English)	25	105	55	4	—	—	189
Radio (French)	6	24 (2 bil.)	26	2	—	—	58
Television (English)	11	19	25	50	11	23	139
Television (French)	5	9	8	24	—	—	46
Total	47	157	114	80	11	23	432

* Low Power Relay Transmitters (Radio), Rebroadcasting and Network Relay Stations (TV), and, including unaffiliated independent rebroadcasting stations carrying CBC network service.

RADIO NETWORKS

CBC FRENCH RADIO NETWORK STATIONS

Map Code	Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
1	CBAF	Moncton, N.B.	1,300	5,000 DA-1
2	CJEM	Edmundston, N.B.	570	1,000 N } DA-N
3	CKBL	Matane, Que.	1,250	10,000 D } DA-N
4	CHNC	New Carlisle, Que.	610	5,000 N } DA-1
5	CJBR	Rimouski, Que.	900	10,000 DA-N
6	CJBM	Causapsal, Que. (Relay)	1,450	1,000 D
7	CJFP	Rivière-du-Loup, Que.	1,400	250 N
8	CBJ	Chicoutimi, Que.	1,580	10,000 DA-1
9	CHGB	Ste. Anne-de-la-Pocatière, Que.	1,310	5,000 DA-N
10	CKML	Mont-Laurier, Que.	610	1,000 DA-N
11	CBV	Quebec, Que.	980	5,000 DA-1
12	CHLN	Trois-Rivières, Que.	550	10,000 D } DA-2
13	CHRL	Roberval, Que.	910	1,000 DA-N
14	CFLM	La Tuque, Que.	1,240	1,000 D
15	CKLD	Thetford Mines, Que.	1,230	250 N
16	KCRB	Ville-Saint-Georges, Que.	1,460	10,000 D } DA-N
17	CHLT	Sherbrooke, Que.	630	10,000 D } DA-2
18	CBF	Montreal, Que.	690	50,000
19	CBOF	Ottawa, Ont.	1,250	10,000 DA-1
20	CKRN	Rouyn, Que.	1,400	250
21	CKVD	Val d'Or, Que.	900	10,000 D
22	CKLS	La Sarre, Que.	1,240	250
23	CHAD	Amos, Que.	1,340	250
24	CKVM	Ville-Marie, Que.	710	10,000 D } DA-N
25	CFCL	Timmins, Ont.	620	1,000 D
26	CFBR	Sudbury, Ont.	550	1,000 D
27	CJCB	Toronto, Ont.	860	50,000
28	CKSB	St. Boniface, Man.	1,050	10,000 DA-N
29	CFNS	Saskatoon, Sask.	1,170	1,000 DA-1
30	CFRG	Gravelbourg, Sask.	710	5,000 D

31	CHFA	Edmonton, Alta.	680	5,000 DA-1
32	CFKL	Schefferville, Que.	1,230	250
33	CJAF	Cabano, Que. (Relay)	1,240	250
34	CKCN	Sept-Îles, Que.	560	5,000 DA-1

CBC FRENCH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Map Code	Call Sign	Location	Frequency (Kc/s)	Operating Power (Watts)
35	CBAE	Digby, N.S.	990	40
36	CBAG	Weymouth, N.S.	1,550	40
37	CBAH	Meteghan, N.S.	580	40
38	CBAJ	Yarmouth, N.S.	1,230	40
39	CBAK	Kedgwick, N.B.	990	40
40	CBAL	Saint-Quentin, N.B.	1,230	40
41	CBAQ	Rogersville, N.B.	1,530	40
42	CBAS	Quinlan, N.S.	600	40
43	CBFB	Mégantic, Que.	990	20
44	CBFC	Senneterre, Que.	540	40
45	CBFD	Saint-Fabien-de-Panet, Que.	990	40
46	CBFE	Rivière-au-Renard, Que.	1,550	40
47	CBFG	Gaspé, Que.	1,420	20
48	CBFH	Grande Vallée, Que.	1,340	40
49	CBFI	Mont Brun, Que.	990	40
50	CBFJ	Gagnon, Que.	1,140	40
51	CBLK	Kirkland Lake, Ont.	1,090	40
52	CBLU	Smooth Rock Falls, Ont.	540	40
53	CBLX	Hearst, Ont.	1,110	40
54	CBEE	Sturgeon Falls, Ont.	1,400	40
55	CBEG	Elliot Lake, Ont.	1,340	40
56	CBNA	Labrador City, Nfld. (Eng. net. service also)	1,240	40
57	CBND	Wabush, Nfld. (Eng. net. service also)	1,400	40
58	CBAA	Wedgeport, N.S.	990	40

LEGEND

- CBC Station
- Low Power Relay Transmitter (CBC)
- ◆ CBC Station Serviced by Recordings
- Private Affiliated Station
- Relay or Rebroadcasting Station (Private)
- ◆ Private Affiliated Station Serviced by Recordings



CBC FRENCH RADIO NETWORK

CBC ENGLISH RADIO NETWORK STATIONS

Map Code	Call Sign	Location	Frequency (kHz)	Operating Power (Watts)
1	CHIK	Quebec Bay, Labrador	1,340	1,000
2	CHV	St. John's, Nfld.	1,400	250
3	CHG	Gander, Nfld.	1,400	10,000
4	CHT	Grand Falls, Nfld.	1,400	10,000
5	CHN	Corner Brook, Nfld.	990	10,000
6	CHL	Sydney, N.S.	1,150	10,000 DA-N
7	CHP	Antigonish, N.S.	960	10,000
8	CHC	New Glasgow, N.S.	1,320	5,000 DA-N
9	CHT	Truro, N.S.	600	1,000 DA-1
10	CHB	Halifax, N.S.	660	10,000 DA-N
11	CHBR	Bridgewater, N.S.	1,000	10,000 DA-N
12	CHS	Yarmouth, N.S.	1,140	250
13	CHV	Charlottetown, P.E.I.	630	5,000 DA-N
14	CHL	Victoria, N.B.	1,070	50,000
15	CHD	St. John's, N.B.	1,110	10,000 DA-2
16	CHSR	Newcastle, N.B.	790	1,000 DA-1
17	CHC	Bathurst, N.B.	1,360	10,000 DA-N
18	CHT	Fredricton, N.B.	1,400	10,000 DA-N
19	CHNB	Canadabush, N.B.	960	10,000 D DA-2
20	CHC	Woodstock, N.B.	930	1,000 DA-1
21	CHGH	Quebec, Que.	1,340	250
22	CHTS	Shedden, Que.	900	1,000 DA-N
23	CHM	Montreal, Que.	940	10,000
24	CHQ	Ottawa, Ont.	910	3,000 DA-1
25	CHT	Smiths Falls, Ont.	630	1,000 DA-2
26	CHDV	Ferrisville, Ont.	1,350	1,000 DA-1
27	CHT	Brookville, Ont.	1,450	1,000 DA-2
28	CHVS	Kingston, Ont.	960	5,000 DA-1
29	CHQ	Bellville, Ont.	800	1,000 DA-1
30	CHCS	Peterborough, Ont.	980	5,000 DA-2
31	CHL	Toronto, Ont.	740	50,000
32	CHCK	Kitchener, Ont.	1,490	10,000 D DA-2
33	CHYA	Wawa, Ont.	1,240	1,000 D
34	CHPL	London, Ont.	980	10,000 D DA-2
35	CHCS	Stratford, Ont.	1,240	250 D
36	CHG	Windsor, Ont.	1,550	10,000 DA-1
37	CHOK	Sarnia, Ont.	1,070	1,000 D
38	CHOS	Owen Sound, Ont.	960	1,000 DA-2
39	CHCH	North Bay, Ont.	600	10,000 D DA-2
40	CHL	Kirkland Lake, Ont.	560	5,000 DA-N
41	CHCS	Tetumun, Ont.	680	10,000 DA-2

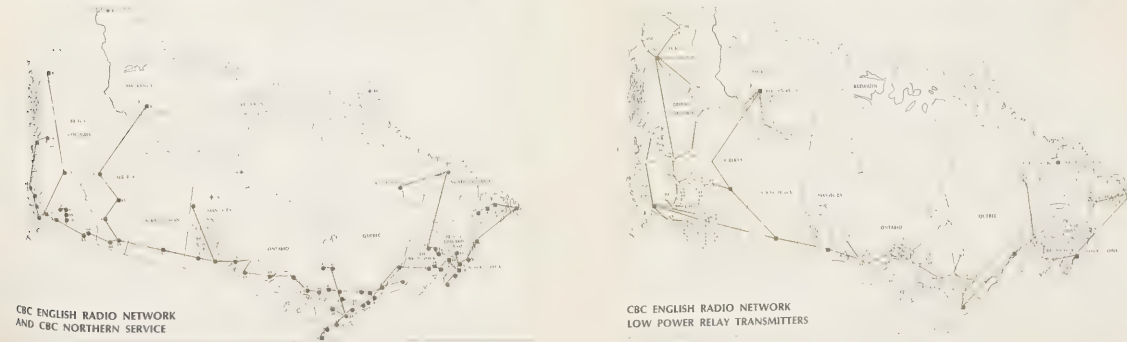
Southern Ont.

42	CHSA	Manitowish, Ont.	1,150	1,000
43	CHST	Perry Sound, Ont. (Relay)	1,150	1,000
44	CHSA	London, Ont.	1,150	1,000 DA-1
45	CHSA	Blind River, Ont.	1,000 D	1,000 D
46	CHSA	South St. Marys, Ont.	1,000 D	1,000 D
47	CHSA	Port Arthur, Ont.	1,000 D	1,000 D
48	CHSA	Port Francis, Ont.	1,000 D	1,000 D
49	CHSA	Kenora, Ont.	1,000 D	1,000 D
50	CHSA	Drayton, Ont. (Relay)	1,000 D	1,000 D
51	CHSA	Wingham, Man.	1,000 D	1,000 D
52	CHSA	Brandon, Man.	1,000 D	1,000 D
53	CHSA	Fort Churchill, Man.	1,000 D	1,000 D
54	CHSA	The Flax, Man.	1,000 D	1,000 D
55	CHSA	Thompson, Man.	1,000 D	1,000 D
56	CHSA	Regina, Sask.	1,000 D	1,000 D
57	CHSA	Calgary, Alta.	1,000 D	1,000 D
58	CHSA	Edmonton, Alta.	1,000 D	1,000 D
59	CHSA	Edmonton, Alta.	1,000 D	1,000 D
60	CHSA	Edmonton, Alta.	1,000 D	1,000 D
61	CHSA	Edmonton, Alta.	1,000 D	1,000 D
62	CHSA	Edmonton, Alta.	1,000 D	1,000 D
63	CHSA	Edmonton, Alta.	1,000 D	1,000 D
64	CHSA	Edmonton, Alta.	1,000 D	1,000 D
65	CHSA	Edmonton, Alta.	1,000 D	1,000 D
66	CHSA	Edmonton, Alta.	1,000 D	1,000 D
67	CHSA	Edmonton, Alta.	1,000 D	1,000 D
68	CHSA	Edmonton, Alta.	1,000 D	1,000 D
69	CHSA	Edmonton, Alta.	1,000 D	1,000 D
70	CHSA	Edmonton, Alta.	1,000 D	1,000 D
71	CHSA	Edmonton, Alta.	1,000 D	1,000 D
72	CHSA	Edmonton, Alta.	1,000 D	1,000 D
73	CHSA	Edmonton, Alta.	1,000 D	1,000 D
74	CHSA	Edmonton, Alta.	1,000 D	1,000 D
75	CHSA	Edmonton, Alta.	1,000 D	1,000 D
76	CHSA	Edmonton, Alta.	1,000 D	1,000 D
77	CHSA	Edmonton, Alta.	1,000 D	1,000 D
78	CHSA	Edmonton, Alta.	1,000 D	1,000 D
79	CHSA	Edmonton, Alta.	1,000 D	1,000 D
80	CHSA	Edmonton, Alta.	1,000 D	1,000 D
81	CHSA	Edmonton, Alta.	1,000 D	1,000 D
82	CHSA	Edmonton, Alta.	1,000 D	1,000 D
83	CHSA	Edmonton, Alta.	1,000 D	1,000 D
84	CHSA	Edmonton, Alta.	1,000 D	1,000 D
85	CHSA	Edmonton, Alta.	1,000 D	1,000 D
86	CHSA	Edmonton, Alta.	1,000 D	1,000 D
87	CHSA	Edmonton, Alta.	1,000 D	1,000 D
88	CHSA	Edmonton, Alta.	1,000 D	1,000 D
89	CHSA	Edmonton, Alta.	1,000 D	1,000 D
90	CHSA	Edmonton, Alta.	1,000 D	1,000 D
91	CHSA	Edmonton, Alta.	1,000 D	1,000 D
92	CHSA	Edmonton, Alta.	1,000 D	1,000 D
93	CHSA	Edmonton, Alta.	1,000 D	1,000 D
94	CHSA	Edmonton, Alta.	1,000 D	1,000 D
95	CHSA	Edmonton, Alta.	1,000 D	1,000 D
96	CHSA	Edmonton, Alta.	1,000 D	1,000 D
97	CHSA	Edmonton, Alta.	1,000 D	1,000 D
98	CHSA	Edmonton, Alta.	1,000 D	1,000 D
99	CHSA	Edmonton, Alta.	1,000 D	1,000 D
100	CHSA	Edmonton, Alta.	1,000 D	1,000 D

CBC ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Map Code	Call Sign	Location	Frequency (kHz)	Operating Power (Watts)
1	CHSA	Grand Falls, N.B.	1,350	40
2	CHAC	Barrington, N.S.	540	40
3	CHAD	Piaget Rock, N.B.	990	40
4	CHAM	Edmundston, N.B.	1,400	40
5	CHAN	Andover, N.B.	1,140	40
6	CHAO	St. Stephen, N.B.	990	40
7	CHAP	Shelburne, N.S.	1,140	40
8	CHDA	Fort Nelson, B.C.	1,110	40
9	CHDG	Canmar, B.C.	1,340	40
10	CHDH	Uranium City, Sask.	880	40
11	CHDA	Red Lake, Ont.	1,070	40
12	CHDB	Montenap, Ont.	1,090	40
13	CHDC	Elbow Lake, Ont.	1,090	40
14	CHDD	Spenon, Ont.	1,090	40
15	CHDE	Terrace Bay, Ont.	1,090	40
16	CHDA	Atikokan, Ont.	1,090	40
17	CHDB	Schreiber, Ont.	1,340	40
18	CHDC	Chaplin, Ont.	1,090	40
19	CHDD	Dryden, Ont.	1,090	40
20	CHDE	Beardmore, Ont.	1,340	40
21	CHDF	Folkestone, Ont.	1,090	40
22	CHDG	Geraldton, Ont.	730	40
23	CHDH	Huntsville, Ont.	1,340	40
24	CHDI	Deep River, Ont.	540	40
25	CHDJ	Verna, Ont.	540	40
26	CHDL	Langley, Ont.	1,400	20
27	CHDM	Marathon, Ont.	1,400	20
28	CHDN	Kilgus, Ont.	1,240	40
29	CHDO	Matina, Ont.	1,240	40
30	CHDP	Egungwa, Ont.	1,240	40
31	CHDQ	Latchford, Ont.	1,400	40
32	CHDR	Red Rock, Ont.	1,090	20
33	CHDS	Snow Lake, Ont.	1,240	20
34	CHDT	Barnett, Ont.	600	40
35	CHDU	White River, Ont.	1,090	40
36	CHDV	Haliburton, Ont.	1,400	40
37	CHDW	Wabush, Ont.	1,340	40
38	CHDX	Noranda, Que.	1,500	40
39	CHDY	Labrador City, Nfld.	1,240	40
40	CHDZ	St. Francis, Nfld.	740	40
41	CHDA	Stegherville, Nfld.	1,340	40
42	CHDB	Wabush, Nfld.	1,400	40
43	CHDC	Port-au-Rapides, Nfld.	1,370	40
44	CHDE	Wabush, Nfld.	740	40
45	CHDA	Revelstoke, B.C.	860	20
46	CHDB	Burns Lake, B.C.	1,170	20
47	CHDC	Terrace, B.C.	1,170	40
48	CHDD	Field, B.C.	660	20

49	CHDE	Lyttton, B.C.	1,170	20
50	CHDF	Prince George, B.C.	1,170	40
51	CHDG	New Hazelton, B.C.	1,170	20
52	CHDH	Grand Forks, B.C.	1,170	20
53	CHDI	Ambleton, B.C.	1,170	20
54	CHDJ	Williams Lake, B.C.	1,170	20
55	CHDK	Creston, B.C.	1,170	20
56	CHDL	North Bend, B.C.	1,170	20
57	CHDM	Greenwood, B.C.	1,170	20
58	CHDN	Fraser Canyon, B.C.	1,170	20
59	CHDO	Quesnel, B.C.	1,170	20
60	CHDP	Canbrook, B.C.	1,170	20
61	CHDQ	Smithers, B.C.	1,170	20
62	CHDR	Abisko, B.C.	1,170	20
63	CHDS	Yamhill, B.C.	1,170	20
64	CHDT	Oliver, B.C.	1,170	20
65	CHDU	Chetopa, B.C.	1,170	20
66	CHDV	Salmon Arm, B.C.	1,170	20
67	CHDW	Castlegar, B.C.	1,170	20
68	CHDX	Hope, B.C.	1,170	20
69	CHDY	Okanagan, B.C.	1,170	20
70	CHDZ	Chase, B.C.	1,170	20
71	CHDA	New Denver, B.C.	1,170	20
72	CHDB	Chase, B.C.	1,170	20
73	CHDC	Shaw, B.C.	1,170	20
74	CHDE	Shaw, B.C.	1,170	20
75	CHDF	Kamloops, B.C.	1,170	20
76	CHDG	Lillooet, B.C.	1,170	20
77	CHDH	Makap, B.C.	1,170	20
78	CHDI	Fort St. John, B.C.	1,170	20
79	CHDJ	Procter, B.C.	1,170	20
80	CHDK	Salmon, B.C.	1,170	20
81	CHDL	Lake Windermere, B.C.	1,170	20
82	CHDM	Houston, B.C.	1,170	20
83	CHDN	100 Mile House, B.C.	1,170	20
84	CHDO	Clinton, B.C.	1,170	20
85	CHDP	Fort St. John, B.C.	1,170	20
86	CHDQ	Fort St. John, B.C.	1,170	20
87	CHDR	Burns Lake, B.C.	1,170	20
88	CHDS	Edson, Alta.	1,170	20
89	CHDT	Edson, Alta.	1,170	20
90	CHDU	Edson, Alta.	1,170	20
91	CHDV	Edson, Alta.	1,170	20
92	CHDW	Edson, Alta.	1,170	20
93	CHDX	Edson, Alta.	1,170	20
94	CHDY	Edson, Alta.	1,170	20
95	CHDZ	Edson, Alta.	1,170	20
96	CHDA	Edson, Alta.	1,170	20
97	CHDB	Edson, Alta.	1,170	20
98	CHDC	Edson, Alta.	1,170	20
99	CHDE	Edson, Alta.	1,170	20
100	CHDF	Edson, Alta.	1,170	20



CBC ENGLISH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

TELEVISION NETWORKS

ENGLISH NETWORK

CBC Stations

Map Code	Station	Location	Ch.	Video	E.R.P. in kW	Audio
1	CFT	Corner Brook, Nfld	5	197	299	
2	CENT	N. John's, Nfld.	8	196	100	
3	CFLA-TV	Goose Bay, Lab.	8	870	174	
4	CFLA-TV	Hummer Field, Nfld	8	490	260	
5	CHBT	Halifax, N.S.	3	36	34	
6	CHMT	Montréal, Que.	4	501	267	
7	CHOT	Ottawa, Ont.	4	501	267	
8	CHOT	Toronto, Ont.	6	995	53.5	
9	CHMT	Vancouver, B.C.	5	318	159	
10	CHET	Edmonton, Alta.	5	318	159	
11	CHUT	Vancouver, B.C.	2	476	35.4	

Network Relay and Rebroadcasting Stations

12	CHMT-1	Liverpool, N.S.	12	432	280	
13	CHMT-2	Shelburne, N.S.	8	423	251	
14	CHMT-3	Yarmouth, N.S.	11	15.9	7.9	
15	CHMT-4	Sheet Harbour, N.S.	11	660	130	
16	CHWT	Kensington, Ont.	8	93	5.5	
17	CHWT-1	Dryden, Ont.	9	89	4.5	
18	CHWT-2	Stouffville, Ont.	10	205	0025	
19	CHWT-3	Fort Frances, Ont.	5	20.2	10.1	
20	CHWT-4	Ashland, Ont.	12	544	272	
21	CHWT-5	Red Lake, Ont.	10	490	240	
22	CHWT	Fort Erie, Ont.	10	6.8	3.4	
23	CHWT-6	The Pas, Man.	7	200	130	
24	CHWT	Grande Prairie, Alta.	10	35	18	
25	CHWT-1	Peace River, Alta.	7	170	380	
26	CHWT	Trail, B.C.	11	187	124	
27	CHWT-1	Nelson, B.C.	5	560	382	
28	CHWT-2	Castlegar, B.C.	3	005	0025	
29	CHWT	Canby, B.C.	10	11	505	
30	CHWT-1	Courtenay, B.C.	9	13	332	

Privately Owned Affiliated Stations

31	CFCN-TV	Candalf Falls, Nfld	4	2.6	1.3	
32	CFCB-TV	Sydney, N.S.	4	100	60	
33	CFCB-TV	Charlottetown, P.E.I.	13	38	19.3	
34	CFLA-TV	Antigonish, N.S.	17	73	37	
35	CCKC-TV	Moncton, N.B.	2	25	15	
36	CHMT	St. John's, Nfld	10	60	30	
37	CHMT-TV	Quebec, Que.	5	13.85	6.77	
38	CHMT-TV	Pembroke, Ont.	12	121	78	
39	CHMT-TV	Kingston, Ont.	11	130	78	
40	CHMT-TV	Peterborough, Ont.	12	121	80.4	
41	CHMT-TV	Wingham, Ont.	10	80	15	
42	CFTL-TV	London, Ont.	10	125	195	
43	CHMT-TV	Windsor, Ont.	10	178	100	
44	CHMT-TV	Barrie, Ont.	3	300	50	
45	CHMT-TV	North Bay, Ont.	10	28.5	14.25	
46	CHMT-TV	Sudbury, Ont.	10	30	16	
47	CHMT-TV	Timmins, Ont.	6	100	50	
48	CHMT-TV	Sault Ste. Marie, Ont.	10	80	15	
49	CHMT-TV	Port Arthur, Ont.	2	55.4	30	
50	CHMT-TV	Burlington, Ont.	5	54	27	
51	CHMT-TV	Regina, Sask.	10	100	53.5	
52	CHMT-TV	Yorkton, Sask.	5	3	2.5	
53	CHMT-TV	Saskatoon, Sask.	10	100	180	
54	CHMT-TV	Prince Albert, Sask.	5	61	36.5	
55	CHMT-TV	Saskatoon, Sask.	6	13.3	3.0	
56	CHMT-TV	Medicine Hat, Alta.	10	5.7	2.0	
57	CHMT-TV	Calgary, Alta.	6	13.2	6.6	
58	CHMT-TV	Edmonton, Alta.	10	116	60	
59	CHMT-TV	Red Deer, Alta.	2	27	1.65	
60	CHMT-TV	Kelowna, B.C.	4	100	50	
61	CHMT-TV	Vancouver, B.C.	5	100	50	
62	CHMT-TV	Dawson Creek, B.C.	5	3	2.5	
63	CHMT-TV	Prince George, B.C.	3	788	389	
64	CHMT-TV	Terrace, B.C.	3	4.1	2.1	

Privately Owned Affiliated Rebroadcasting Stations

67	CFCB-TV-1	Inverness, N.S.	6	6.0	3.0	
68	CFCB-TV-1	New Glasgow, N.S.	12	112	209	104
69	CHMT-TV	Uxbridge, Ont.	10	543	273	
70	CHMT-TV	Newcastle, N.B.	10	005	0025	
71	CHMT-TV	Cambridge, N.B.	6	565	273	
72	CHMT-TV-1	Bon Accord, N.B.	10	005	0025	
73	CHMT-TV-1	Perry Sound, Ont.	10	005	0025	
74	CHMT-TV-1	Huntsville, Ont.	9	115	949	
75	CHMT-TV-1	Elliot Lake, Ont.	3	3.4	1.7	
76	CHMT-TV-1	Kapuskasing, Ont.	1	1	588	
77	CHMT-TV-1	Kearns, Ont.	2	5.03	2.51	
78	CHMT-TV-1	Billy Mission, Man.	2	23	11.5	
79	CHMT-TV-1	Foxwarren, Man.	11	6.44	3.48	

60	CCKC-TV-1	Albion, Man.	9	105	258	
61	CCKC-TV-1	Stranraer, Sask.	3	6.8	3.6	
62	CCKC-TV-1	Colgate, Sask.	2.5	11.5	2.5	
63	CCKC-TV-1	Wollaston Beach, Sask.	6	9	4.5	
64	CCKC-TV-1	Manitowish, Sask.	27	55.4	27.7	
65	CCKC-TV-1	Carleton Place, Ont.	10	19	10	
66	CCKC-TV-1	Winnipeg, Sask.	6	67	34	
67	CCKC-TV-1	Alton Place, Ont.	10	140	170	
68	CCKC-TV-1	North Battleford, Sask.	2	315	157	
69	CCKC-TV-1	Greenwater, Sask.	4	3	1.6	
70	CCKC-TV-1	Neepawa, Sask.	8	005	0025	
71	CCKC-TV-1	East End, Sask.	2	005	0025	
72	CCKC-TV-1	Val-Maria, Sask.	005	0025		
73	CCKC-TV-1	Riverhurst, Sask.	10	38	193	
74	CCKC-TV-1	Pilot, Alta.	8	275	137	
75	CCKC-TV-1	Drumheller, Alta.	8	005	0025	
76	CCKC-TV-1	Burns, Alta.	3	225	112	
77	CCKC-TV-1	Calgary, B.C.	1	1	1	
78	CCKC-TV-1	Banff, Alta.	10	005	0025	
79	CCKC-TV-1	Neyag, B.C.	3	005	0025	
80	CCKC-TV-1	Port Moody, B.C.	13	30	15	
81	CCKC-TV-1	Vernon, B.C.	7	31	155	
82	CCKC-TV-1	Olive, B.C.	6	130	65	
83	CCKC-TV-1	Victoria, B.C.	9	199	99	
84	CCKC-TV-1	Endicott, B.C.	21	12	201	
85	CCKC-TV-1	Colts, B.C.	6	005	0025	
86	CCKC-TV-1	Lillooet, B.C.	11	005	0025	
87	CCKC-TV-1	Abbotsford, B.C.	10	005	0025	
88	CCKC-TV-1	Merrill, B.C.	10	005	0025	
89	CCKC-TV-1	Clinton, B.C.	005	0025		
90	CCKC-TV-1	Williams Lake, B.C.	8	005	0025	
91	CCKC-TV-1	Timber Lake, B.C.	005	0025		
92	CCKC-TV-1	Adam's Hill, B.C.	11	005	0025	
93	CCKC-TV-1	Swains, B.C.	114	005	0025	
94	CCKC-TV-1	Pittsburg, B.C.	2	005	0025	
95	CCKC-TV-1	Quenest, B.C.	7	005	0025	
96	CCKC-TV-1	Fort Fraser, B.C.	6	005	0025	
97	CCKC-TV-1	Prince Rupert, B.C.	6	40	24	
98	CCKC-TV-1	Smithers, B.C.	5	005	0025	
99	CCKC-TV-1	Burns Lake, B.C.	2	005	0025	
100	CCKC-TV-1	Kelowna, B.C.	2	12	170	Power
101	CCKC-TV-1	Kamloops, B.C.	2	005	0025	

Independent Rebroadcasting Stations

carrying CBC network service but not owned by affiliated station

121	CGW-TV-1	Mont Becheville, Que.	6	005	0025	
122	CIFK-TV-1	Temiscaming, Que.	3	005	0025	
123	CIFK-TV-1	Vancouver, B.C.	31	005	0025	
124	CIFK-TV-1	Penticton, B.C.	5	005	0025	
125	CIFK-TV-1	Lumbay, B.C.	5	005	0025	
126	CIFK-TV-1	Reynolds, B.C.	5	005	0025	
127	CIFK-TV-1	Lombay, B.C.	5	005	0025	
128	CIFK-TV-1	Reynolds, B.C.	5	005	0025	
129	CIFK-TV-1	Reynolds, B.C.	5	005	0025	
130	CIFK-TV-1	Reynolds, B.C.	5	005	0025	

111	CINP-TV-1	Malone, B.C.	2	33m/w		
112	CINP-TV-1	Falkland, B.C.	2	005	0025	
113	CINP-TV-1	Winnipeg, B.C.	10	005	0025	
114	CINP-TV-1	Atlatkoc, B.C.	3	005	0025	
115	CINP-TV-1	Squamish, B.C.	7	005	0025	
116	CINP-TV-1	Newcastle Ridge, B.C.	7	005	0025	
117	CINP-TV-1	Kelowna, B.C.	7	005	0025	
118	CINP-TV-1	Port Hardy, B.C.	3	005	0025	
119	CINP-TV-1	Somerset, B.C.	5	005	0025	

FRENCH NETWORK

Map Code	Station	Location	Ch.	Video	E.R.P. in kW	Audio
1	CHFT	Moncton, N.B.	11	10.06	5.03	
2	CHFT	Montréal, Que.	2	100	50	
3	CHFT	Quebec P.Q.	11	173	87	
4	CHFT	Ottawa, Ont.	9	31	17	
5	CHFT	Winnipeg, Man.	3	39	35.2	

Network Relay and Rebroadcasting Stations

6	CHFT-1	Châteauguay, N.S.	10	7.9	4	
7	CHFT-1	Magdalen Islands	12	1.48	0.78	
8	CHFT-1	Mont Tremblant, Que.	11	60	30	
9	CHFT-1	Mont-Laurier, Que.	3	5.54	2.80	
10	CHFT-1	Sturgeon Falls, Ont.	7	9.55	5.27	
11	CHFT-1	Sudbury, Ont.	13	601	361	
12	CHFT-1	Temiscaming, Que.	12	7.08	3.54	
13	CHFT-1	Trincomie, Ont.	9	16	8	
14	CHFT-1	Kapuskasing, Ont.	12	17.4	8.7	

Privately Owned Affiliated Stations

15	CHMT-TV	New Carlisle, Que.	5	32.5	26.25	
16	CHMT-TV	Alma, Que.	9	153	92	
17	CHMT-TV	Bimssu, Que.	7	49.3	28	
18	CHMT-TV	Rivière-du-Loop, Que.	7	49	24.5	
19	CHMT-TV	Trépan, Que.	12	20	10	
20	CHMT-TV	Trépan, Que.	13	162.5	81.2	
21	CHMT-TV	Trépan, Que.	14	115	57	

Privately Owned Affiliated Rebroadcasting Stations

23	CHMT-TV-1	Sainte-Angèle-Martin, Que.	2	219	109	
24	CHMT-TV-1	Saint-Quentin, N.B.	10	005	0025	
25	CHMT-TV-1	Port-Daniel, Que.	10	005	0025	
26	CHMT-TV-1	Chandler, Que.	7	005	0025	
27	CHMT-TV-1	Perce, Que.	2	465	231	
28	CHMT-TV-1	Gaspé, Que.	10	005	0025	

29	CHMT-TV-1	Rivière-au-Renard, Que.	7	263	137	
30	CHMT-TV-1	Clarendon, Que.	6	005	0025	
31	CHMT-TV-1	Edmundston, N.B.	11	275	137	
32	CHMT-TV-1	Mont-Clement, Que.	11	005	0025	
33	CHMT-TV-1	Munderville, Que.	6	005	0025	
34	CHMT-TV-1	Port-Arthur, Que.	11	005	0025	
35	CHMT-TV-1	Chicoutimi, Que.	2	340	169	
36	CHMT-TV-1	Roberval, Que.	5	005	0025	
37	CHMT-TV-1	Senneterre, Que.	7	005	0025	
38	CHMT-TV-1	Val-d'Or, Que.	8	005	0025	
39	CHMT-TV-1	Ville-Marie, Que.	8	005	0025	
40	CHMT-TV-1	Alma, Que.	7	005	0025	
41	CHMT-TV-1	Rivière-du-Loop, Que.	13	005	0025	
42	CHMT-TV-1	Rivière-du-Loop, Que.	2	005	0025	

Independent Rebroadcasting Stations

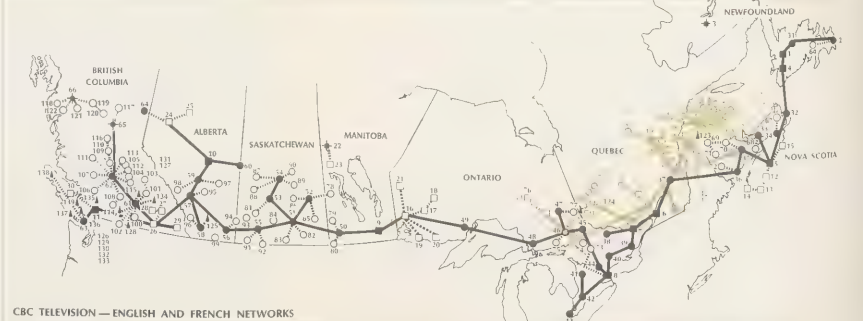
carrying CBC network service but not owned by affiliated station

43	CHMT-TV-1	Amqui, Que.	10	005	0025	
44	CHMT-TV-1	Estimote, Que.	70	005	0025	
45	CHMT-TV-1	Clermont, Que.	75	005	0025	

LEGEND

- CBC Station
- Network Relay or Rebroadcasting Station (CBO)
- ◆ CBC Station Served by Recordings
- Privately Owned Affiliated Station
- ◆ Privately Owned Affiliated Rebroadcasting Station
- ▲ Rebroadcasting Station (not owned by CBC Network Service but carries CBC network service)

Gold lines indicate French Television Network.
Solid lines indicate Network connections.
Broken lines indicate off-air pick-up for Rebroadcasting Stations.



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**Comments by the Canadian Broadcasting Corporation
on the Report of the Committee on Broadcasting 1965**

J. A. Ouimet



W. E. S. Briggs



J. M. R. Beveridge



F. L. Jenkins



D. M. MacAulay



T. W. L. MacDermot



E. B. Osler



Dr. S. Potoski



J. G. Prentice



Government
Publications

André Raynauld



R. N. Séguin



The Directors of the Corporation

J. A. Ouimet, Ottawa (*President*)
W. E. S. Briggs, Ottawa (*Vice-President*)
J. M. R. Beveridge, Wolfville, N.S.
F. L. Jenkins, London, Ont.*
D. M. MacAulay, Sackville, N.B.
T. W. L. MacDermot, Lennoxville, Quebec.
E. B. Osler, Winnipeg, Man.
Dr. Stephanie Potoski, Yorkton, Sask.
J. G. Prentice, Vancouver, B.C.
André Raynauld, Montreal, Quebec.
Roger N. Séguin, Ottawa, Ont.*

**Terms of office expired November 5, 1965.*

Senior Officers

J. A. Ouimet, *President*
W. E. S. Briggs, *Vice-President*
J. R. Alleyn, *General Counsel*
V. F. Davies, *Vice-President, Finance*
R. C. Fraser, *Vice-President, Assistant to the President*
J. P. Gilmore, *Vice-President, Planning*
Guy Coderre, *Vice-President, Administration*
E. S. Hallman, *Vice-President, Programming*
J. E. Hayes, *Vice-President, Engineering*
C. Jennings, *Vice-President and General Manager, Regional Broadcasts*
M. Ouimet, *Vice-President and General Manager, Network Broadcasting (French)*
H. G. Walker, *Vice-President and General Manager, Network Broadcasts (English)*

Operating Divisions and Regions

R. McGall, *Assistant General Manager, English Networks, Toronto*
R. David, *Assistant General Manager, French Networks, Montreal*
W. F. Galgay, *Director for the Province of Newfoundland, St. John's*
S. R. Kennedy, *Director for the Maritime Provinces, Halifax*
J. R. Finlay, *Director for the Prairie Provinces, Winnipeg*
K. P. Caple, *Director for the Province of British Columbia, Vancouver*
J. J. Dunn, *Director, Ottawa Area*
C. R. Delatfield, *Director of the International Service, Montreal*
A. G. Cowan, *Director of Northern and Armed Forces Services, Ottawa*

Executive Committee

J. A. Ouimet, *Chairman*
W. E. S. Briggs
André Raynauld
E. B. Osler
J. G. Prentice
F. L. Jenkins*
R. N. Séguin*

**Terms of office expired November 5, 1965.*

Finance Committee

F. L. Jenkins, *Chairman**
J. G. Prentice, *Chairman*
J. A. Ouimet
W. E. S. Briggs
J. M. R. Beveridge
R. N. Séguin*
André Raynauld

**Terms of office expired November 5, 1965.*

Program Committee

R. N. Séguin, *Chairman**
E. B. Osler, *Chairman*
J. A. Ouimet
W. E. S. Briggs
J. M. R. Beveridge
D. M. MacAulay
T. W. L. MacDermot
Dr. S. Potoski
J. G. Prentice
André Raynauld
F. L. Jenkins*

**Terms of office expired November 5, 1965.*

Canadian Broadcasting Corporation,


Ottawa, June 30, 1966.

The Honorable Judy LaMarsh, M.P.,
Secretary of State,
Ottawa.

Dear Madam:

In accordance with the provisions of Section 36,
Part II, of the Broadcasting Act,
I submit herewith the annual report
of the Canadian Broadcasting Corporation
for the year ended March 31, 1966.

Yours faithfully,

A handwritten signature in dark ink, appearing to read 'A. Ouimet', written in a cursive style.

Alphonse Ouimet,
President.

At March 31, 1966, it was clear that a new chapter in the story of Canadian broadcasting was about to open. The Report of the Committee on Broadcasting 1965 had been submitted and was under study by a committee of the Cabinet. A government White Paper was promised. A standing Committee on Broadcasting, Films and Assistance to the Arts had recently been established which would study the White Paper and proposed changes in broadcasting legislation.

All these developments suggested the possibility of changes in the broadcasting system and of more clearly defined roles for its principal elements, particularly the Corporation. This atmosphere of marking time could not but have its effect on the Corporation in the year under review. This atmosphere was accentuated by new needs and changes of emphasis in the activities of the Corporation, especially in programming. The recognition of these needs became increasingly clear internally as the Corporation progressively evaluated the range and character of the services it was providing, the demands made upon it by the facts of Canadian life in the mid-1960s and the financial resources likely to be available to it in the future.

These new needs or changes of emphasis have found expression during the last year or so in the Corporation's memorandum to the Advisory Committee on Broadcasting, in the Annual Report for 1964-65 and in its submission to the Royal Commission on Bilingualism and Biculturalism. They are consistent with the paramount position of the CBC within the national broadcasting system and with the long-established aims of the Corporation: to be a complete service, to be national in scope, to be predominantly Canadian and to serve equitably the two main language groups and cultures.

The Corporation, therefore, repeats here the principal goals to which it is moving or believes it should move. It recommends them for the approval of Parliament and, in so doing, recommends the appropriate fund allocations to achieve them. It states them here, not because they are a departure from the basic aims just mentioned, but because they represent the most pressing needs and most desirable developments at this time.

- 1) *The Corporation should have more Canadian programming in evening time on the English television network. It should do this by reducing the volume of American programming during these periods.*
- 2) *The Corporation should include more programs of substance in peak evening time, between 8 and 10 p.m., on both English and French television networks. At present the most important part of the schedule is devoted almost exclusively to light entertainment programming of the commercial type.*
- 3) *The Corporation should place increased emphasis on programming which reflects Canada to Canadians and, in particular, which contributes to increased understanding between the two principal language groups.*
- 4) *The Corporation should increase the volume of network production from regional points. This involves improvement of production facilities at these points so they can meet network standards.*
- 5) *The Corporation should be given substantial relief from the current commercial exigencies. Otherwise little progress can be made in the achievement of the foregoing improvements.*
- 6) *The Corporation should move towards increased self-sufficiency in both television and radio coverage. This is a long-term objective and the co-operation of private affiliates will be vitally needed for many years to come.*
- 7) *The Corporation should move towards making the national service available to all Canadians in both languages. This, too, is a very long-term objective.*
- 8) *The Corporation should keep pace technically with other*

broadcasting organizations in such technical developments as color television, stereo FM and satellite transmission.

All the foregoing developments place increased demands on the production or distribution facilities of the Corporation and, if these are to be met without reducing the existing level of service, additional public funds will be required. For instance, the replacement of U.S. commercial programming by Canadian productions would cost more in two ways: by the loss of existing commercial revenue and by the added cost of the replacement programs, though the latter would be reduced to the extent that these new programs could be sponsored.

In general, these changes are intended to make the CBC more truly Canadian, to enable it to play an even more constructive role in the national life than it has in the past. All our history shows that Canadianism carries a price tag and broadcasting is no exception; if the national broadcasting service is to play the part in our country's life that it should, its dependence on commercial revenues must decrease.

Programming and the National Role

During each quarter-hour of the CBC federal election night television coverage, an average of nearly five million Canadians were watching the two CBC networks. The national role of such programs is obvious. Similarly, radio's *The Canadian Mood* or *Images du Canada* help show Canada to Canadians, even when what is shown, as in *Poverty in Canada*, is something less than Canadians wish their country to be. Again, film coverage and discussion of national events obviously help informed Canadians take part more effectively in the democratic process and help build a sense of common interest among nearly 20 million scattered individuals.

But communications of a sort which make the people of one country feel distinct from another are not restricted to programs like these. The CBC has consistently recognized that a home-grown variety program, offering popular songs, comedy and dancing and designed solely to entertain, plays a vital part in developing a conscious identity; so, too, a drama, even though it not be recognizably Canadian in setting, or a symphony concert performed by a Canadian orchestra.

Programs featuring Canadians are necessary because they allow important groups an expression at the national level: singers, musicians, actors, writers, academics, artists, journalists, film-makers — people with something to say who want to say it in Canada. The CBC for nearly thirty years has enabled these groups to express themselves and, in doing so, to express that which makes the Canadian people feel different from other national groups. One measure of this support is the \$16,000,000 spent on Canadian freelance writers, actors, musicians and talent of all types this year, exclusive of the staff contribution to programming.

Despite its notable record in Canadian production, the Corporation, in last year's Report, expressed the wish to increase the amount of Canadian programming, but pointed out the financial obstacles to doing so. During 1965-66 this point became an issue in the Corporation's negotiations with the Association of Canadian Television and Radio Artists (see page 58). In 1966-67 the CBC will increase by \$850,000 its payments to artists, actors and writers within the jurisdiction of the Association, but this inevitably means restricting other elements of CBC operations since no extra funds have been made available in the 1966-67 estimates. Without extra public funds for this purpose, the CBC has reached the maximum in its use of Canadian talent.

The Limits of Commercialism

The need for public funds to support Canadian productions does not imply that Canadian programming *per se* is less popular, and hence more difficult to sponsor commercially, than are American productions. Canadian-produced programs

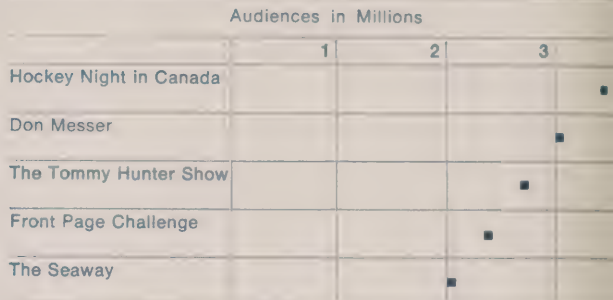
at the level of pure entertainment — country and western music, sports, light drama, game shows — attract audiences quite as large as imported productions. (See Table A.) Furthermore, a continuing panel of viewers instituted to study audience reaction to English network programs showed that nine of the twenty programs with the largest average audiences were Canadian-produced and that audiences enjoyed Canadian productions quite as much as the imported.

TABLE A

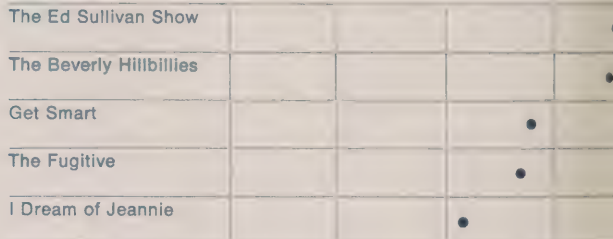
Some Representative Sponsored TV Programs and their Audiences⁽¹⁾

ENGLISH NETWORK

CANADIAN PRODUCED

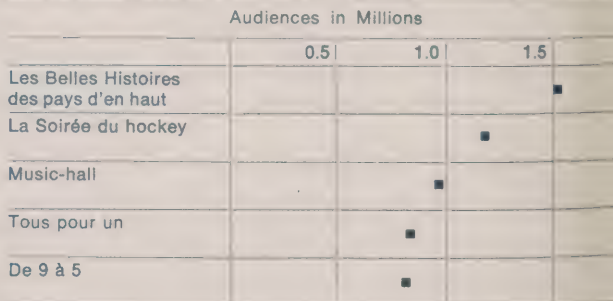


IMPORTED

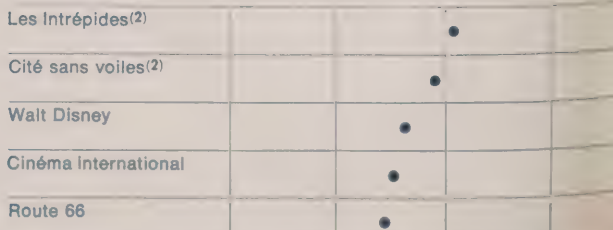


FRENCH NETWORK

CANADIAN PRODUCED



IMPORTED



1. Persons viewing per average $\frac{1}{4}$ hour; from Nielsen, NTI, January, 1966
2. Persons viewing per average $\frac{1}{4}$ hour; from Nielsen, NTI, March 1965

further details of the panel, see "Programs and Their Audiences", page 30ff.)

At another level, however, there are programs which are simply not intended to compete in audience size with purely entertainment productions. A *Festival* audience of one million is very large indeed, large enough to fill the Maple Leaf Gardens in Toronto seven nights a week for ten weeks, or the Jubilee Auditorium in Edmonton for almost a year. Yet it is still not large enough to attract a sponsor except for very special purposes. (For a discussion of prestige sponsorship, see "Programs, Sold and Unsold", page 60ff.)

Between the purely entertainment show and the *Festival* or *Téléthéâtre*, which often make considerable demands on the viewer, lie those programs whose number the CBC most wishes to increase on its television networks. (For further discussion, see "Programs and their Audiences", page 30ff.) Drama and musical shows of this type will offer lively and entertaining fare, but the size of their audience could well be less than that required to achieve the minimum cost per thousand homes which a sponsor must generally aim at. And this problem is made more acute by the fact that, though the original production costs of a Canadian show will be very much less than that of a comparable American show, the latter is available here at a much lower price, perhaps 5% to 8% of the original production cost which has already been recovered in the United States.

TABLE B

Comparison of the Growth of Advertising
Revenues with the Gross National Product
(Millions of Dollars)

Year	ADVERTISING REVENUE BROADCASTING INDUSTRY			GROSS ADVERTISING REVENUE	GROSS NATIONAL PRODUCT AT MARKET PRICES
	CBC**	Private	Total	(All Media)	
1960	27	73	100	584	36,287
1961	23	80	104	601	37,471
1962	22	93	115	632	40,575
1963	23	106	129	658	43,424
1964	24	122*	146*	691*	47,403
1965	25	137*	162*	733*	51,996

*Data estimated

**CBC revenues are by fiscal year commencing with the year listed;
e.g. 1964-65 data are entered opposite 1964.

Source of Data:

Gross National Product:

Gross Advertising Revenue (All Media):

Private Industry Broadcast Revenue:

CBC Revenues:

D.B.S.

MacLean-Hunter Research Bureau

D.B.S. (1964 and 1965 estimates

by CBC Statistics)

CBC Accounting Dept.

For these and other reasons, the CBC recommended in its brief to the 1965 Committee on Broadcasting (printed in this Report last year) that "public funds be sufficient to permit CBC to maintain or increase service while cutting back its commercial activity, especially in some prime time periods..." That recommendation still holds.

Some areas of commercial activity do hold promise of gains. French TV network sales could be improved and there has been some success in English TV afternoon sales. Nevertheless, if the CBC continues, as it must, to fulfil its national mandate, the percentage of its program schedule which in practice is unsalable for one reason or another must remain as high as it is at present, or higher. This means that while the Gross National Product, and the amount of money going into advertising in general and broadcasting in particular, are steadily increasing, the CBC's advertising revenue remains relatively constant. (See Table B.)

Electronic Journalism

A notable programming development in recent years has been the growth of interest in television programs in the area of public affairs and news, due in part to the often spectacular use of new electronic techniques. Editing of quotations, juxtaposition of items, the contrasting of word and picture have always needed editorial care in the interests of accuracy and balance. This need becomes even more acute on film and electronic tape where the contrast between what someone appears to be saying and what he actually said can be more pronounced than in simpler communications techniques.

Again, with a rapidly shifting frontier of what the public considers good taste, or even moral, it takes special skill to distinguish between an honest examination of formerly taboo subjects and a meretricious one. Although these facts make the task of the broadcaster particularly difficult and delicate, the Corporation has every intention of maintaining its reputation for responsible and objective coverage of news in public affairs.

French-English Relations

One of the most important contributions the CBC can make today to the national wellbeing lies in English-French relations. The Corporation's brief to the Royal Commission on Bilingualism and Biculturalism outlined three main objectives: to improve the flow of information between English and French Canada; to develop a more broadly based appreciation of the two cultures; and to move towards a Canada-wide access for all Canadians to broadcasting in both official languages.

The last of these, of course, is, under present policies, a long-term project with generally small but costly increments each year to network coverage. An important forward step came this year with the Corporation's application to establish a French-language F.M. station in Vancouver.

The first objective is perhaps easiest to implement. The French network has now appointed correspondents in Toronto, Moncton, and Vancouver with another to be appointed on the Prairies; there have long been correspondents in Ottawa and Quebec City. Similarly, English news coverage of French Canada is being extended, while both networks are increasing the number of information programs about the other language group.

The second objective — that of communicating between the two cultures — is the most difficult and perhaps the most important. The relationship between a culture and its language is strong and intimate and creates a barrier for those who do not speak the language. Music, ballet, opera, variety, comedy, variety acts — the CBC uses all these to link the two cultures in programs placed on both language networks: *Barbier de Séville*, *Romeo and Juliette*, the weekly *Jeune Oblige*, *Music in Canada/Chronique de la vie musicale au Canada*, *CBC Talent Festival* and so on.

The brief to the Royal Commission noted that the CBC must continue the parallel development of its two language services. It warned that diverging opinions and intensity of feelings among Canadians about new developments in English-French relationships meant that common programming and exchange of artists between the networks must develop in a normal, unforced way, so that audiences of either group would recognize and enjoy the artistic and entertainment achievements of the other.

Color Television

During the year the government announced that television stations could apply to the Board of Broadcast Governors for licences to broadcast in color. It authorized the CBC to spend up to \$15 million for converting to color some network production studios and facilities necessary to distribute programs to affiliates and to the main CBC regional stations.

Details of the CBC action are on page 56 of this Report. By using all available color resources the Corporation at the start hopes to carry a minimum of 30 hours of color each week on its English network, including imported programs, and about 15 hours on the French network, most of which must be produced in Canada.

With the exception of some programming of national importance from Ottawa, the regions will have no studio facilities to produce color programming until the CBC has been authorized and given the money to install such equipment. Furthermore, the Corporation's off-network relay stations and the rebroadcasting stations serving smaller communities cannot be converted to carry color programs until additional funds are made available.

These restrictions place a serious limitation on the expression of regional personality both at the local level and in contributions to network programming, since such contributions must continue to be in black-and-white until regional color productions are possible. As the number of color television sets climbs — at the end of 1965 an A.C. Nielsen survey showed some 55,000 homes had them — the regional restrictions will place Canadian programs at a serious disadvantage. American experience has clearly shown that color TV set owners tune their sets to the stations and the programs that are in color. One study showed that, when a color show is competing against two black-and-white shows, the one in color receives a 68% higher rating in color homes than do the black-and-white shows in those homes. For these reasons, the Corporation stresses the importance of a wider scope for color television on its facilities. Regional facilities for color production are essential for a truly national system.

Centennial Planning

Planning for CBC participation in the Centennial of Confederation continued throughout the year. The Corporation requested special funds to discharge its greatly increased responsibilities during 1967, with all CBC networks planning coverage of the major events across the country. This actuality broadcasting requires extensive planning in operational, technical and manpower capabilities. The CBC will also reflect, through its own specially prepared programs, many of the subjects of particular concern to the Canadian public during the national celebration. Some important projects are already underway, although flexibility will be maintained in program content and actuality coverage.

Overseas and Foreign Relations

The Corporation exists primarily of course for the production and distribution of Canadian programs at home. Nevertheless, sale of programs overseas is a valuable activity, particularly for the publicity it brings to Canada. Increased emphasis is being placed on this activity and preliminary steps in reorganizing an overseas and foreign relations section were taken this year.

Overseas and foreign sales included the 90 minute drama, *Let Me Count the Ways to Finland*; 52 episodes of *The Friendly Giant* to the American National Education Television network; a Wayne and Shuster comedy special to BBC and to nine European countries; *The Open Grave*, a modern religious drama, to Norway, Holland and Australia; *The 700 Million*, a documentary on Communist China, to Holland and Denmark; 35 programs in the series *Monsieur Lecoq* to Switzerland, Belgium, Luxembourg and Monaco; 13 programs in *L'Art et son secret* to France; 13 *Tour de Terre* episodes to Belgium and Switzerland; *CF-RCK* to Luxembourg — all on television. CBC radio programs were taken by France, Belgium, Romania, Ireland, Hungary, Poland, Sweden and Switzerland.

Another step towards increasing overseas sales came with the entry of 18 CBC-produced shows in the International

Television Program Market in Cannes, France, in March 1965.

The Department of Overseas and Foreign Relations is responsible for policy in the fields of export sales, participation in festivals, and international program exchange. It also co-ordinates CBC relations with foreign broadcasting organizations as well as participation in international broadcasting associations.

Among these latter is the Commonwealth Broadcasting Conference which met in Nigeria in September, 1965. With a CBC delegation led by the President, the Conference discussed training and aid for developing countries, program interchange, program planning, and educational broadcasting. The Conference also decided to establish its secretariat on a permanent basis to ensure continuing liaison among Commonwealth broadcasting organizations.

The CBC participates in the growing Asian Broadcasting Union — its secretariat headquarters is in Tokyo — in which several exchange programs are underway. The Corporation benefits greatly by active participation as an associate member of the European Broadcasting Union, particularly in negotiations for sports broadcast rights, satellite usage, and facilities. By their heavy involvement as full members of *Communauté radiophonique des programmes de langue française* and *la Communauté des télévisions francophones*, CBC French networks share major co-productions with their partners, and by means of program exchange, show Canadian programs in Europe.

Coverage

In the first few years of radio, and then of television, coverage proceeded very rapidly (see page 15) and relatively cheaply, but with the main centres of population included in the national service and the need arising to include more and more remote centres, per capita coverage costs have risen and the pace of coverage slowed down.

Radio now covers some 98% of Canadians living in Canada who get all or part of the national service. Television covers about 95%.

The year under review saw eleven new CBC radio low power relay transmitters installed and 5 new CBC television rebroadcasting stations. The Corporation also initiated studies and experiment with a view to developing a "Frontier Package". This would consist of a transmitter served by programs recorded on tape and operating in a remote location with a minimum staff, ideally one man. (For details of "Program Distribution", see pages 53ff.)

Without some technical breakthroughs of this kind further coverage becomes progressively more difficult and more expensive. Within its present resources, the Corporation's policy is to develop concurrently, in English and French, those areas not served at all by the CBC; the areas only partly served, say by A.M. radio only; and the areas which, though fully served, require technical improvements.

With limited V.H.F. channels available, the need for the planned use of television channels becomes more urgent, and the Corporation repeats its suggestion of last year for a Joint Technical Planning Board to perform a co-ordinating function. Such a board would reserve channels and frequencies for public and private broadcasters alike.

Operational Efficiency

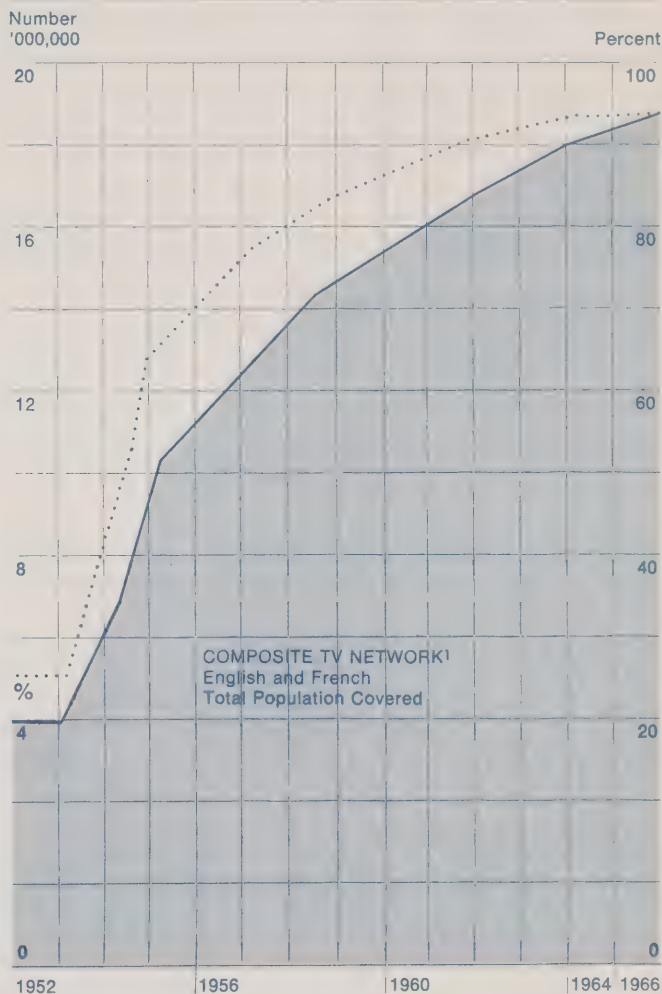
As pointed out in the Corporation's "Comments on the Report of the 1965 Committee on Broadcasting", the output of CBC network studios is from 40% to 150% above those of comparable networks, elsewhere, while in the four years ending March 31, 1965, program production increased by 38% with a drop in costs per programming hour of 7% for live production and 12% for film production — a saving made with no loss of program quality.

The year under review saw further progress towards efficiency. A study was made of regional facilities to ensure the full use of their capacity. Use of computers increased in a variety of ways; for instance, in establishing rating histories

TABLE C

Growth of CBC Television Network Coverage
Population within A and B Service Area

September 1952, March 31, 1953 to March 31, 1966



1. The statistics are based on all CBC owned stations, affiliated stations, network relays, and rebroadcasting stations, in operation or recommended for approval by the BBG before April 1, 1965.

of CBC stations, and in keeping track of the literally thousands of Centennial projects which the CBC might want to cover, perhaps in a full program, perhaps only as a news item. Preliminary surveys for management training schemes were carried out and plans made for a start next year. Management consultants were used for certain problems which the CBC shares with any large organization (e.g. to improve budgeting principles and procedures). However, it should be pointed out that the Corporation's product — programs, each of which is unique — does not always pose the same problems nor allow the same management techniques for solution as do mass produced goods such as motorcars. Yet another move towards efficiency came with the development of a staff communications program throughout the CBC.

One block to greater efficiency lies in the short term financing which the present system imposes on the Corporation. On page 53 of its "Comments", the Corporation welcomed the Fowler Committee's proposal for 5-year financing. This would enable the Corporation to do some long term planning and, by improving efficiency, to move confidently towards target savings of \$3 million to \$3.5 million by 1970. Such savings would then be used to improve program service.

Conclusion

The year 1965-66, then, was in some respects a transitional one, with possible developments in the offing that would affect the whole Canadian broadcasting scene and with many questions of policy awaiting study by Parliament. Nevertheless, the services of the CBC continued as usual and much was accomplished. The following sections review these accomplishments in some detail.

Operations

Expense

Total expense for the year of \$133,447,000, including \$1,009,000 interest on loans to finance the acquisition of capital assets, increased 7.4% over the total expense of the preceding year. Repayment of principal on loans is included in total expense.

Radio Service

The cost of programs, distribution and transmission of Radio Service was \$21,893,000 compared to \$19,833,000 in the previous year. Extensions and improvements in the radio service included:

- The acquisition of the F.M. station in Winnipeg and the A.M. station at Schefferville.
- The commencement of operation of eleven low power radio transmitters.
- An increase of 11.3% in total radio station hours from 176,123 to 196,078 hours this year.
- An 8% increase in the total number of network and local station program hours from the 61,914 hours of the preceding year to 66,912 hours.
- An extension of the radio networks by 441 miles to cover some 21,000 miles. (Refer to explanatory notes on table of Significant Statistics.)

Television Service

The cost of programs, distribution and transmission of Television Service was \$80,810,000 compared to \$75,517,000 for the preceding year and included:

- The introduction of five auxiliary rebroadcasting stations.
- The extension of service to 21 additional communities through affiliates and associated independent stations.
- An increase of station hours on air to 68,063 hours, or 9.1% over the preceding year.
- An increase of 3.2% in the total program hours of network and local stations to 25,107 hours. (Refer to explanatory notes on table of Significant Statistics.)

Interest on Loans

Interest paid on loans during the year was \$1,009,000 compared to interest of \$374,000 paid the previous year. Interest rates on the individual loans vary from 5¼% to 5½%.

Income

The gross advertising revenue of \$33,563,000 showed an increase of 1% over the preceding year. Revenue of television service was \$31,145,000 and of the radio service \$2,418,000 but in total represented 26% of the Corporation's total expense, excluding depreciation, as compared to 27.3% for the preceding year.

Parliamentary Grant

The grant voted by Parliament to discharge the responsibilities of the national broadcasting service was \$97,044,000. The net operating requirements for the year of \$94,350,000 together with the amount required for repayment of Government of Canada loans of \$713,000 left an unexpended balance of \$1,981,000 to be refunded to the Receiver General of Canada.

Financial Position

Working Capital

The working capital of the Corporation remained unchanged at \$9,000,000.

Investments

There was no change in the investment in Government of Canada bonds. The bonds bear interest of 2¾% and mature on June 15, 1967 or 1968 as called. They are shown at cost on the Balance Sheet; the market price at March 31, 1966 was \$95.55.

Inventories

Inventories of programs and production supplies including prepaid film and script rights totalled \$9,226,000. This represents a 4.5% increase over this total of the previous year.

Capital Assets

Capital assets increased by \$13,381,000 to \$94,946,000 during the year. Extension of service accounted for some 25% of the increase and related 16% to Radio and 84% to Television. Other major expenditures included EXPO 67, color television development and construction of the TV stations at Quebec City and St. John's, Newfoundland.

Equity of the Government of Canada

Canada's investment in the Corporation at the year end totalling \$63,415,000 consisted of loans to finance the acquisition of capital assets, \$26,705,000 and Proprietor's Equity account, \$36,710,000. The investment was represented by capital assets at cost \$94,946,000 less accumulated depreciation \$40,574,000, a net value of \$54,372,000 and the balance as working capital.

During the year the Corporation borrowed from the Government of Canada \$13,167,000 to finance the acquisition of capital assets. Funds to finance the repayment of the loans, — \$713,000 for the current year, — were provided in the parliamentary appropriation required to discharge the responsibilities of the national broadcasting service.

International Service

The Corporation operates the International Service on behalf of the Government of Canada, and all maintenance and operational costs are borne by the Government. In accordance with the provisions of Order-in-Council P.C. 156/8855, dated November 17, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property together with a like sum as a liability to the Government of Canada.

Gross expenditures of the International Service during the year, totalling \$2,821,000, show an increase of \$322,000 or 13.0% over the previous year's gross expenditures of \$2,499,000. From this is deducted revenue of \$427,000 paid by the Corporation to the International Service for occupancy of the Radio-Canada Building in Montreal and for use of the shortwave transmitter facilities by the Northern Radio Service. The net expenditures of \$2,394,000 represent an increase of \$322,000 or 15.5% over the previous year's net operating expenditures which amounted to \$2,072,000.

Audit

In accordance with Section 34 of the Broadcasting Act, the accounts and financial statements of the Corporation were examined by the Auditor General of Canada and his report, in compliance with the requirements of Section 87(3) of the Financial Administration Act, accompanies this report.

balance sheet

as at March 31, 1966

Assets

1966

1965

Current assets:

Cash	\$ 6,051,827	\$ 3,036,459
Accounts receivable	4,841,255	3,995,891
Government of Canada — receivable in respect of expenditures incurred on behalf of International Broadcasting Service	302,821	195,052
Investment in Government of Canada bonds, at cost (Market value \$955,500)	963,333	963,333
Engineering and production supplies, at cost	2,026,745	1,732,003
Programs completed and in process of production	4,878,012	5,248,869
Film and script rights	2,321,543	1,844,769
Prepaid rent, insurance and other items	207,743	207,012
Total current assets	21,593,279	17,223,388
International Broadcasting Service facilities, at cost (contra)	6,342,823	6,311,591

Capital assets, at cost: (Note 1)

Land and buildings	\$ 38,494,213	32,460,675
Technical equipment	51,054,094	43,992,063
Furnishings and equipment	4,407,854	4,136,771
Other	989,943	976,052
	94,946,104	81,565,561
Less: accumulated depreciation	40,574,533	36,208,958
	54,371,571	45,356,603
	82,307,673	68,891,582

Certified correct:

V. F. DAVIES, Vice-President, Finance

Approved on behalf of the Corporation:

J. A. OUIMET, President

J. M. R. BEVERIDGE, Director

Liabilities**1966****1965***Current liabilities:*

Accounts payable and accrued liabilities

\$ 12,369,006**\$ 7,359,828**

Government of Canada — refundable balance of grant in respect of the net operating amount required to discharge the responsibilities of the national broadcasting service

181,366**30,778**

Total current liabilities

12,550,372**7,390,606**

International Broadcasting Service facilities provided by the Government of Canada (contra)

6,342,823**6,311,591***Equity of the Government of Canada:*

Loans to finance the acquisition of capital assets, repayable in 1967 — 86 at interest varying from 5¼ % to 5% %

\$ 26,704,500**14,250,000**

Proprietor's Equity Account, per statement attached

36,709,978**40,939,385****63,414,478****55,189,385****82,307,673****68,891,582**

The accompanying notes are an integral part of the financial statements.

I have examined the above Balance Sheet and the related Statement of Operations and have reported thereon under date of May 26, 1966 to the Secretary of State.

A. M. HENDERSON,
Auditor General of Canada.

statement of operations

for the year ended March 31, 1966

Expense

1966

1965

Cost of production and distribution: (Note 2)

Cost of programs	\$ 85,656,953	\$ 79,618,703
Network distribution	11,536,284	10,727,250
Station transmission	5,509,995	5,003,930
Payments to private stations	4,590,870	4,752,553
Commissions to agencies and networks	3,944,840	4,055,311
	111,238,942	104,157,747
Emergency broadcasting	887,043	869,335

Operational supervision and services:

Program	\$ 4,797,349	4,315,089
Administrative	4,096,557	3,871,424
General	2,282,618	2,130,177
	11,176,524	10,316,690
Total cost of production and distribution	123,302,509	115,343,772

Selling and general administration:

Selling expense	2,125,359	1,998,579
Engineering and development	1,104,872	1,128,796
Management and central services	5,904,756	5,331,629
	9,134,987	8,459,004
Interest on loans to finance the acquisition of capital assets	1,009,323	373,960
Total expense	133,446,819	124,176,736

Income

Advertising revenue-gross (Note 2)	33,562,816	33,208,050
Interest on investments	357,006	211,584
Miscellaneous	438,211	365,669
Total income	34,358,033	33,785,303
Net cost of operations	99,088,786	90,391,433

The accompanying notes are an integral part of the financial statements.

statement of source of funds to discharge net cost of operations

for the year ended March 31, 1966

Parliamentary grant in respect of the net
operating amount required to discharge the
responsibilities of the national broadcasting
service:

Appropriation Act No. 2, 1966
Less: Amount required for repayment
of Government of Canada loans

\$ 97,044,000

712,500

\$ 96,331,500

Deduct:

Refund on March 31, 1966
Amount to be refunded

1,800,000

181,366

1,981,366

94,350,134

Net funds received for operating requirements

Add:

Depreciation, included as an operating cost,
not recoverable from the parliamentary grant
Net cost of operations, per Statement
of Operations

4,738,652

99,088,786

statement of proprietors equity account

for the year ended March 31, 1966

Balance as at April 1, 1965

\$ 40,939,385

Add:

Amount included for repayment of
Government of Canada loans in parliamentary
grant in respect of the net operating amount
required to discharge the responsibilities of
the national broadcasting service.

712,500

41,651,885

Deduct:

Depreciation, included as an operating cost,
not recoverable from the parliamentary grant.
Net loss on disposal of capital assets

\$ 4,738,652

203,255

4,941,907

Balance as at March 31, 1966

36,709,978

notes to financial statements

1) Capital Assets

Capital assets in the amount of \$94,946,000 include the sum of \$10,352,000 expended during the last seven years in connection with the planned consolidation of facilities in Toronto, Montreal, Winnipeg, Vancouver, and Ottawa. The present estimate of the future cost of consolidation of facilities for the Corporation is \$138,661,000 of which, subject to the provision of funds by Parliament for the purpose, approximately \$2,706,000 will be expended during the year ending March 31, 1967, and \$135,955,000 during subsequent years.

2) Production and Distribution of Programs

Costs relative to programs available for advertising and advertising revenue earned thereon, are as follows:

	1965-1966	1964-
Programs which carried advertising	\$ 33,710,000	\$ 32,654,000
Programs available but which did not carry advertising	<u>22,287,000</u>	<u>26,935,000</u>
Program and related costs (exclusive of operational supervision, selling and general administration)	<u>55,997,000</u>	<u>59,589,000</u>
Advertising revenue (gross)	<u>33,563,000</u>	<u>33,208,000</u>

3) Remuneration of Directors

Total remuneration of directors, as directors, officers or employees of the Corporation for the year was \$83,200.

4) CBC Pension Plan

An actuarial examination of the CBC Pension Plan as at March 31, 1964 indicated an actuarial unfunded liability in respect of future benefits payable in the amount of \$6,682,000. A subsequent analysis indicated that integration with the Canada and Quebec Pension Plans had reduced the actuarial unfunded liability to an amount of approximately \$5,500,000.

Ottawa, May 26, 1966.

The Honorable Judy LaMarsh,
Secretary of State,
Ottawa.

Madam,

I have examined the accounts and financial statements of the Canadian Broadcasting Corporation for the year ended March 31, 1966. In compliance with the Financial Administration Act, I report that, in my opinion:

- a) proper books of account have been kept by the Corporation;
- b) the financial statements of the Corporation
 - i) were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
 - ii) in the case of the balance sheet, give a true and fair view of the state of the Corporation's affairs as at the end of the financial year, and
 - iii) in the case of the statement of operations, give a true and fair view of the operations of the Corporation for the financial year; and
- c) the transactions of the Corporation that have come under my notice have been within the powers of the Corporation under the Financial Administration Act and any other Act applicable to the Corporation.

Yours faithfully,



A. M. Henderson
Auditor General of Canada

statement of
international service
expenditures
recoverable out of
parliamentary
appropriations

for the year ended March 31, 1966

Expenditures	1966	1965
<i>Programming and distribution:</i>		
Production and transmission — general	\$ 1,145,392	\$ 980,005
Television production	71,322	66,996
West European service	249,484	244,554
East European service	354,948	326,648
Latin American service	106,892	94,559
	<u>1,928,038</u>	<u>1,712,762</u>
Centennial Programming	65,260	
<i>General overhead:</i>		
Administration and general services	827,740	786,183
Less: revenue	427,000	427,000
	<u>400,740</u>	<u>359,183</u>
Net expenditures	<u>2,394,038</u>	<u>2,071,945</u>

analysis of production and distribution costs and of revenue

for the year ended March 31, 1966

Cost of Production and Distribution:

Radio service

	English language	French language	Total
Cost of programs	\$ 12,351,177	\$ 5,164,562	\$ 17,515,739
Network distribution	1,898,920	643,464	2,542,384
Station transmission	1,520,696	314,612	1,835,308
Payments to private stations	49,401	138,636	188,037
Commissions to agencies and networks	135,008	111,287	246,295
Emergency broadcasting	634,236	252,807	887,043
Operational supervision and services	1,598,243	637,062	2,235,305
	<u>18,187,681</u>	<u>7,262,430</u>	<u>25,450,111</u>

Television service

Cost of programs	42,151,434	25,989,780	68,141,214
Network distribution	7,275,465	1,718,435	8,993,900
Station transmission	2,597,045	1,077,642	3,674,687
Payments to private stations	3,626,614	776,219	4,402,833
Commissions to agencies and networks	2,977,480	721,065	3,698,545
Operational supervision and services	5,901,205	3,040,014	8,941,219
	<u>64,529,243</u>	<u>33,323,155</u>	<u>97,852,398</u>

Total

<u>82,716,924</u>	<u>40,585,585</u>	<u>123,302,509</u>
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Advertising Revenue (gross):

Radio service	1,290,239	1,127,679	2,417,918
Television service	23,612,495	7,532,403	31,144,898
<i>Total</i>	<u>24,902,734</u>	<u>8,660,082</u>	<u>33,562,816</u>

significant statistics

	1966	1965	1964	1963	
Radio Service					
Program costs	\$ 17,516,000	\$ 15,738,000	\$ 14,307,000	\$ 14,359,000	\$ 13,990,000
Programming hours	66,912	61,914	53,217	52,653	50,000
Network distribution	\$ 2,542,000	\$ 2,367,000	\$ 2,233,000	\$ 2,430,000	\$ 2,480,000
Miles of networks	21,021	20,580	18,217	17,791	17,000
Stations on networks	256	247	228	207	200
Station transmission	\$ 1,835,000	\$ 1,728,000	\$ 1,493,000	\$ 1,446,000	\$ 1,440,000
Station hours on air	196,078	176,123	153,047	147,721	130,000
Net operating requirement	\$ 24,213,000	\$ 21,424,000	\$ 19,545,000	\$ 18,715,000	\$ 18,840,000
Radio homes	4,780,000	4,690,000	4,600,000	4,520,000	4,440,000
Television Service					
Program costs	\$ 68,141,000	\$ 63,881,000	\$ 60,081,000	\$ 55,646,000	\$ 54,360,000
Programming hours	25,107	24,317	22,451	21,171	20,000
Network distribution	\$ 8,994,000	\$ 8,360,000	\$ 8,196,000	\$ 7,716,000	\$ 7,560,000
Miles of networks	8,871	8,865	8,326	7,886	7,500
Stations on networks	214	185	143	140	130
Station transmission	\$ 3,675,000	\$ 3,276,000	\$ 2,914,000	\$ 2,584,000	\$ 2,440,000
Station hours on air	68,063	62,008	54,940	51,150	48,000
Net operating requirement	\$ 70,850,000	\$ 64,445,000	\$ 58,832,000	\$ 53,940,000	\$ 51,810,000
Television homes	4,620,000	4,470,000	4,320,000	4,160,000	3,950,000
Combined Services					
Income from public funds	\$ 95,063,000	\$ 85,869,000	\$ 78,377,000	\$ 72,655,000	\$ 70,250,000
Gross advertising and miscellaneous revenue	\$ 34,358,000	\$ 33,449,000	\$ 33,010,000	\$ 31,403,000	\$ 33,320,000
Total expense	\$129,421,000	\$119,318,000	\$111,387,000	\$104,058,000	\$103,570,000

EXPLANATORY NOTES:

- 1) *Programming hours* include the hours of network programs and the total hours of non-network programs originated by individual stations.
- 2) *Miles of networks* comprise the wire lines and microwave connecting all the stations on the English and French networks.
- 3) *The stations on networks* include both CBC and privately-owned basic and auxiliary stations. The decrease in radio stations shown for 1963 was related to the combining of the Trans-Canada and Dominion networks.
- 4) *The station hours on air* represent the broadcasting time of the Corporation's stations, excluding in the case of radio, emergency broadcasting transmission from midnight to sign-on daily.

programs and their audiences

In a normal winter week, the two national television networks of the CBC broadcast 172 hours of programming while the two A.M. radio national networks broadcast 194 hours. (See Table E.)

Throughout the year CBC television stations broadcast about 25,000 hours of network, regional and local programming while the CBC radio stations broadcast 67,000 hours.

Much of this programming is designed primarily to entertain: on television, for instance, *The Tommy Hunter Show*, *The Beverly Hillbillies* and *Hockey Night in Canada*, and *Couche-tard*, and *Music-hall* and many others. Such light entertainment programs are popular everywhere; for example, it has been estimated that 350 million people each week in 59 countries watched the American western, *Bonanza*, in seven different languages. — Mankind has always told stories, has found pleasure in fantasy, in music, in clowning and dancing, and now demands that television also help meet this need.

At all levels of programming, the CBC must constantly assess the quality of the stories to be included in its schedules. Production standards must be high. Stories that exploit sex or violence for their own sake, or stories that are just badly told — these have no place on the CBC, and a programming philosophy constructed over the years expresses the standards by which these things are assessed.

If broadcasting provides escape, it also brings men and women to face with reality. A war or a famine on the Indian subcontinent of which our grandparents would scarcely have heard is brought vividly into our living rooms. Gunfire sounds from Viet Nam and within minutes, Canadians, along with the rest of the world, know by their broadcast news that growing hopes for peace are gone, and they brace themselves to await the repercussions.

Thus the CBC news programs on radio and television have covered space shots and elections here and abroad, covered trouble spots round the world; for instance the *News magazine* team which lived with the South Vietnamese garrison on a lonely, beleaguered mountain top, or the *Caméra 65* team which covered the crises in the Dominican Republic. The CBC News Service celebrated its official 25th anniversary this year, though bulletins had been compiled earlier. In this time the CBC News Service has built a reputation for fast, accurate reporting of the world's events and the nightly national news bulletins on both TV networks are watched by an average of nearly two million Canadians.

Levels of Programming

Programs designed primarily to entertain have a minimum of taking on other values, and story-telling imperceptibly changes into something more.

For many years the French networks have carried *feuilletons*, serialized dramas that reflect something of the unique characteristics of French Canada. Programs like *Les Bonnes Histoires* and *Le Bonheur des autres* certainly provide entertainment for up to one and a half million viewers. A special study in the Montreal area during the year, showed that the most preferred shows on any station, four were *feuilletons*. Yet besides providing entertainment, the programs reflect the living environment of the French Canadians who watch.

The English network, too, has in recent years been using a similar format in *The Serial*. This year, *Mr. Memphrith*, *Parliament*, *The Road*, and *McGonigle Skates Again* each in its own distinctive way used the continuing story technique to portray some facet of Canadian life.

If such programs reflect something of the lives of the viewers, radio and television drama can examine these lives at a still deeper level of understanding. On *Festival*, *A Game Like Only a Game* showed the lonely horror of an old woman

persecuted by thoughtless children, and the French *Télé-théâtre* presentation *Un cri qui vient de loin* portrayed a man forced to hear in himself the stifled cry of hate and anguish. Such plays show us something in ourselves or in our society which we did not know existed. Sometimes this is ugly or frightening and we recoil angrily or sadly or in horror. Sometimes a drama can show us a nobility we did not know we had, or touch a sense of sympathy, or inspire a point of view which enriches our daily life. Either way, when the play is done, we are a little different from what we were.

Dramas at this level of analysis, springing from the creative genius of the dramatist, make immense demands on the actors and production and technical people who translate the words into electronic terms. One 90-minute television drama requires months of planning and then from 80 to 100 hours of rehearsals. Scores, even hundreds of highly skilled people, will contribute to its production.

The category, *Arts, Letters and Science* — under which such programs are included in Table E — occupies about 3% of the television schedules. In terms of the traditional theatre, this means a large number of dramas indeed. Four major series alone on CBC radio and television this year presented more than 130 dramas: *Festival* (26), and the Sunday night drama series (19) on the English and French television networks respectively; and *CBC stage* (50) and *Sur toutes les scènes du monde* (38) on the radio networks.

The plays or adaptations were drawn from the 18th, 19th and 20th centuries; from Canada, France, Australia, Britain, the United States, Russia; they included such Canadian writers as Farley Mowat, Françoise Loranger, Paul Toupin, George Ryga, Jean Filiatrault, Leslie McFarlane, Marcel Dubé, and Charles Israel, while foreign writers included Henry James, Dostoevsky, Ionesco, Henrik Ibsen, Oscar Wilde, John Hopkins, Robert Anderson and Albert Husson.

The Audience

If such dramas make great demands on the people who write and produce them, they also make demands on those who watch. They ask of the viewer an intellectual or an imaginative effort to catch a different view of reality, or to look squarely at that which he would often rather ignore. Not everyone is willing to do this, certainly not all of the time; and many people not at all. So the level at which a program is pitched, the demands made on its audience, largely determine the size of that audience. A *Festival* may well get over a million viewers; a French network Sunday night drama over 500,000. By legitimate theatre standards, of course, these audiences are vast. The Maple Leaf Gardens in Toronto would take ten weeks running every night of the week to reach 1,000,000 people; the *Place des Arts* in Montreal would take over five months to accommodate the French audience of 500,000.

But we are in a mass age, and other programs get much larger audiences. A Canadian or an American production on the more "popular" *Bob Hope Theatre* will reach about twice the *Festival* audience while the audience for *Les Belles Histoires* will triple that of *Téléthéâtre*. That most action packed drama of all — hockey — will be seen by up to five million viewers on both networks on a mid-season Saturday night.

This concept of "levels" of programming, from straightforward entertainment to what we have labelled "*Arts, Letters, Science*" implies that program categories of the traditional type break down in the plastic arts of radio and television. A program which asks four panelists to identify a newspaper headline is in one sense a light game show; yet *Front Page Challenge* has consistently offered lively and probing interviews with world personalities to some two and a half million viewers; for instance, the ex-Prime Minister of Britain, Sir



- 1 Three young women, Elisabeth Chouvalidzé, Gisèle Schmidt and Nicole Filion were the stars of Jean Filiatrault's serial drama *Le Bonheur des autres*.
- 2 A segment from the Show of the Week's production of Wayne and Shuster Take an Affectionate Look at Monsters.
- 3 Tom Harvey (centre) starred in McGonigle Skates Again, on The Serial.
- 4 Elaine Bédard was the star and host of the French network weekly variety show Music-hall.
- 5 Fernand Seguin and Guy Mauffette were the hosts of the weekly newsmagazine *Le Sel de la semaine* on the French television network.
- 6 A number of programs of the *Atome et galaxies* series were produced at various U.S.A. space centers. One of their outstanding guests was Prof. Wernher von Braun.
- 7 Octavio Butcher, of the International Service, Brazilian Section, interviewed Brazilian composer Francisco Mignone during Montreal's International Piano Festival.
- 8 Stephen Young (left) is helped by Austin Willis (centre) and his brother Frank in this scene from *The Seaway* series.

Alec Douglas-Home, discussing his party's position on the Rhodesian crisis. *Tous pour un* is theoretically a "game show" but experts answering complex questions on history, politics, music, and so on make it something more. On radio, variety-type shows such as *The Max Ferguson Show* and *Chez Miville* have for years mixed music, comedy and social comment.

A public affairs program gives analyses and opinions on the events and trends of the day. Thus, *The Public Eye* discussed capitalism today and *Défis nouveaux* studied the problem of the aging in Canada. In a representative week, the five networks presented a total of 80 hours of such discussion and documentary programming, each program making its analysis at its own particular level of complexity. The value of these is immeasurable; for instance, who can measure the value to its one million viewers of the study by *The Sixties* of Canadian immigration or of the problem of fresh water supplies in North America?

The public affairs programs *This Hour Has Seven Days* and *Le Sel de la semaine* also present idea and opinion about current events, but they do so using techniques that include comedy, music and satire. This, combined with their fast-moving format and their controversial content, attracts very large audiences who greatly enjoy the programs. On the other hand, *Seven Days* has drawn criticism, for instance that by using entertainment techniques it has allegedly lowered standards of analysis and good taste, thereby "pandering to the masses". Yet CBC audience research has shown that these audiences watch the program critically, rejecting some items, enjoying most. Furthermore, the program does not appeal solely or mainly to lower educational groups: special studies show that an abnormally high proportion (over 40%) of the audiences have completed high school, which is among the highest percentage for any CBC television program. Again, one segment of *Seven Days*, *Summer in Mississippi*, has won seven international awards.

If the CBC is to cover the full range of programs, there is certainly a place for a public affairs program pitched on a level that attracted more than three million English-speaking Canadians. There must also be a place for programs at quite different levels of analysis — *The Public Eye*, *The Sixties*, *Sextant*, *Aujourd'hui*, *Soundings*, *Capital Report*, *Présent*, *Capital et Travail*, and the rest of the 80 weekly hours including those hour-long *Documentary* specials with which *Seven Days* periodically gives itself a change of pace.

Simple comparisons between audience size can be most misleading. *Aujourd'hui*, for instance, gets an average nightly audience of more than a quarter of a million viewers to the four stations which carry it. But the program, presenting lively interview and film studies on controversial topics, runs for an hour, Monday through Friday, at 7.00 p.m. and the number of people who watch at least once during the week is very much higher than the nightly audience. A special study in Montreal showed that more people over the age of 20 listed this as one of their three favorite programs during the summer of 1965 than listed any other program on any other station. The influence of a program like *Aujourd'hui* is not easily measurable.

An analysis in terms of levels of imaginative effort demanded of the audience also applies to musical programs. CBC English radio listeners heard new entertainment talent on *The Gordie Tapp Show* during its visits to Halifax, Montreal, Edmonton, Winnipeg and Vancouver as well as established performers such as Rich Little on the Sunday variety showcase. English television attracted up to three million viewers each for the country and western music of *Don Messer* and *Tommy Hunter*, and the English TV network put heavy emphasis on hour-long specials: Wayne and Shuster, western singer Hank Snow, Harry Belafonte, and *Another Side of*

Young, featuring young Canadian artists.

The French networks too have their *Radio-variété* on television, *Music-hall*, *Bras dessus, bras dessous*, *à côté de Québec*, and specials such as those with Mathé (*La Saison d'amour*) and Michel Legrand. The French network can additionally call on the delightful and widely popular *les chansonniers* which has no counterpart — at least to the same degree — in English Canada. These young men and women express in words and music composed by themselves the sentiments and the thoughts of young Quebec. They write, write and sing for themselves and their friends in *les boîtes à chansons* (cabarets); they sing in *les boîtes* — some organized by the CBC — and on CBC programs such as *Jeunesse oblige*, *Mon pays, mes chansons*, *Place aux chansonniers* and others. Some become widely known here and in Europe — Leclerc, Léveillé, Blanchet, Falardeau, Vigneault, Gauthier, Julien, Miville-Deschênes, DesRoches and many others; many have brief and local fame or popularity, none at all beyond their own immediate circle. But the great tradition of *les chansonniers* has added a delightful flavor to French Canadian broadcasting.

At yet another level of musical programming the program *L'Heure du concert* gave 16 programs this season resulting from a concert by the French baritone Gérard Souzay illustrating the story of melody from Lully to Ravel, to an orchestral concert with Bruno Maderna conducting some *Musique pour l'opéra* (music for which, within a framework defined by the composer, the musicians have freedom to choose what to play).

On radio, *CBC Talent Festival/Le Concours National de musique de Radio-Canada*, produced jointly by the English and French networks, selected 40 out of the 200 young Canadian artists auditioned for network presentation, leading to awards to eight of them.

The enjoyment such programs can give was measured when the French network Emmy winning opera, *Le Barbier de Séville* was reshowed on the English network's *Festival*. An estimated 800,000 adult and teenage viewers who saw the program, nearly 80% enjoyed it. Specially interesting is the fact that, of those viewers who professed no prior interest in opera as such, some 130,000 reported that they had enjoyed the program. Other studies of *Festival* presentations of ballet, *Romeo and Juliet*, and the *Toronto Symphony Concert*, repeated this finding.

This suggests that CBC not only brings programs to hundreds of thousands of people who want to see them but introduces many people to a type of program they would otherwise never take the opportunity to watch. The study confirms once again that for the CBC to fulfil its function must offer programs of all types and at all levels; that exposing first class dramatic and public affairs and musical programs alongside the more "popular" entertainment programs, audiences can be created where none was before.

The figures just quoted come from a research project conducted by the CBC regularly during the season. A sample selected on a probability basis, represents all English-speaking people in Canada over the age of 12 who have televisions in their homes.

Purpose of the panel is primarily to assess the audience's enjoyment, thus supplementing normal commercial research services which measure size only. The enjoyment measurement may be of the total audience, or of different age, sex and education groups. The panel can also measure how much a person enjoyed a variety show, or the setting for a concert. Possibility of a similar panel for the French network is being investigated.

The panel study suggests some generalizations. The majority of viewers enjoy what they see, they do not



en liberté, a weekly jam session recorded before an
ance, was heard on the French radio network.

e Tapp visits a hospital ward while taping his
Radio show in Edmonton.

spere's Macbeth was performed by young members
National Theatre School of Canada on
ian School Telecasts.

masetime this year saw one of the rare occasions
lch the news correspondents of both French and
h networks have got together.

es of lectures on anthropology, given by Prof.
ubreuil, formed part of the Cours Universitaires, on the
h television network.

aily radio show Place aux femmes hosted by
ayette and Guy Provost was an immediate hit
g French network listeners.

Sunday afternoon, on the French network, Mass
evised from the chapel of the College de St-Laurent
the telecast Le Jour du Seigneur.

request of the Canadian Government, CBC built
ill manage the International Broadcasting Centre at
67, thus being host to numerous radio and television
izations from all over the world.



leave their TV sets on, watching half-heartedly. Of the shows on the CBC English network with audiences of a million or more, each one was enjoyed "very much" or "a bit" by 70% of the viewers. (Other categories in the study are "all right"; "didn't enjoy it too much"; and "didn't enjoy it at all".) Of these 25 programs, the 13 Canadian-produced shows and the 12 imported shows were enjoyed to just about the same extent.

More important, however, the panel indicates that programs with "smaller" audiences are often particularly enjoyed. The Winnipeg production, *Hymn Sing*, on the recent assessment, had an audience of just over a million viewers including some 900,000 adults and teenagers. Its enjoyment of this program exceeded that of the audience of any other English network program. *The Nature of Things*, a science program, by the end of its run in January was being watched by just under two million viewers whose enjoyment of this program was almost as great as the audience enjoyment of *Hymn Sing*.

The panel type of audience study, however, is not intended to replace the aesthetic judgment of the program producer. Many of the dramatic and musical works for which the CBC now receives plaudits were in their time regarded with hostility by their audiences — for instance, the works of Ibsen, when *The Wild Duck* was shown on the French network, or the music of Debussy or Stravinsky which is now regularly heard on radio programs.

Radio and television too must experiment with new forms or they will stagnate, yet such experiments can disturb the viewer on first exposure. The mixture of poetry and history on *The Gift* — the return of a victim to Hiroshima — and the highly experimental drama, *Man Alive*, caused many viewers difficulty in understanding, as did the unusual television opera *Toi*. This can happen when composers or film makers or writers have something to say or a way of saying it that is ahead of their time and that offends the traditional ear. In an audience study, whether of audience enjoyment or audience size, can decide whether or not such works should be presented. This is a programming responsibility which the programmer must take based on his own judgment.

This recognized, then, analyses such as the panel studies those done on the French network make an excellent basis for improving those aspects of the program service which properly fall into its purview. The French network, for instance, has this year made a close study of the television schedule, its strengths and its weaknesses, its program concepts, the sequence and rhythm of the programs. Careful research planned for next year into the effects on the audiences of considerable changes will help ensure that those changes achieve what they were meant to achieve.

There are, of course, ways other than audience research to assess public reaction to the CBC and its programs: criticism and columnists, audience mail and phone reaction, for instance. Again, in Montreal and Quebec, *la Quinzaine de la télévision* — a fortnight of special programs, "open house" and general publicity about the CBC — brought thousands of visitors to the studios to meet stars and CBC personnel.

Special Interest Programs

The CBC, often with departments of specialists, tailors many programs to special interest groups. Weekday daytime programming, for instance, though not designed in any restrictive sense for women, inevitably gets more women than men in its audiences. A highlight of the afternoon *Take Two* was an interview with Mrs. Martin Luther King, which was later repeated in prime time television, while *Femme à jour d'hui* series on alcoholism, *Trans-Canada Matinee* and *Listening to Pictures* and the live audience feature on *P*

aux femmes made some notable programming.

Specially planned children's and youth programming appealed to all age groups from pre-school to teens as in television's *Through the Eyes of Tomorrow* and *Jeunesse oblige*. Religious programming ranged from devotional broadcasts to studies of religion in the community and the changing world; outstanding were *Ferment* with Paul Tillich and the Bishop of Woolwich, and *Bilan de Vatican II* which on its second showing attracted a million viewers. Educational programs included credit courses on *Cours universitaires* and many schools broadcasts produced in co-operation with the various provincial education authorities, as well as informal education programs such as television's *Langue vivante* and F.M. radio's Monday through Friday series, *The Best Ideas You'll Hear Tonight*. Hockey and football are prominent in sports coverage but most major sports events of Canadian interest here and abroad had appropriate programs. — For the full range of programming in all these categories, see the list of "Representative Programs", page 47.

A study by CBC Research of five one-hour instructional courses on farming, produced by CBC Farms and Fisheries Department in co-operation with the Departments of Agriculture of the three prairie provinces, will serve to illustrate the value of any of these special interest departments. Some 60% of the farm homes within range of the 14 stations carrying the series watched one or more of the programs; that is, 75,000 farmers and another 50,000 adults who greatly appreciated what they viewed. Similarly, the French network produced four special programs on farm management in co-operation with the Quebec Ministry of Agriculture designed to help the transition of farmers in Quebec from the small family holding to something more along the lines of an industrial or commercial enterprise.

Radio

When we turn to audience listening habits on radio we find some striking differences from television viewing. For instance, most people seem to accept their television segmented into half-hour or hour-long program periods; there is some switching of channels during programs, but a great deal of switching back and forth and back again between programs. On radio the listener is apt to tune his set to where he gets the most of what he wants to hear, and leaves it there as long as he listens, with very little switching.

Such listening habits have tended to alter in recent years the type of programs on radio, particularly during daytime hours, and the CBC has experimented with magazine formats. French network radio introduced *Présent* into its weekday schedule, a program totalling up to 90 minutes a day, five days a week. With national and local editions using CBC reporters throughout Canada, and in Paris and New York, with fast moving items on current events, science, the arts, and anything else that is interesting, all interspersed with music — *Présent* is a step towards enabling the listener to turn on his radio at any time to find something of interest.

English radio follows a similar pattern in the morning and late afternoon when magazine periods offer local services and music combined with short network features like *Assignment*.

CBC English network radio broke new ground with *Cross Country Check-up* on Sunday nights. Listeners from anywhere in Canada could ring, collect, the Montreal studio and talk on-air to experts on the subject under discussion. This audience participation program, with its unique element of national participation, was a lively and controversial lead-in to Sunday night hockey which itself was changed on both English and French networks this year from Saturday night, thus avoiding duplication with hockey on television.



- 1
Présent proved to be a successful innovation in the field of news and information on the French radio network.
- 2
Canadian soprano Huguette Tourangeau played a leading role in Murray Shafer's avant-garde opera Toi, specially written for television.
- 3
Produced in French in the CJBC studios, in Toronto, Salut les copains had an impressive number of faithful listeners on the French radio network.
- 4
Don Brown, sitting at the piano, is the host of Hymn Sing, a Winnipeg program featuring Eric Wild's 16-voice choir.
- 5
Telescope presented an examination of Eskimo Sculpture.
- 6
Bobino (Guy Sanche) continued to be highly popular with the younger set.
- 7
Among the most successful plays presented on the French television network was Un cri qui vient de loin by Canadian writer Françoise Loranger.

The difference in techniques of radio and television caused changes in corporate organization last year when program planners for the two media were separated into distinct departments. Programming emphasis this year in radio was on speed of delivery and omnipresence (for instance, coverage on the F.M. network of the international "teach-in" on Viet Nam from the University of Toronto); on network flexibility leading to live regional participation; on greater audience participation; and on a generally more relaxed style of broadcasting.

The year, therefore, brought more steps in fitting radio programs to listening needs. The problem is to do this and still maintain the distinctively high quality and diversity traditionally offered on CBC radio. Such programs as the two two-hour dramas, *The Play of Jesus* on *CBC Tuesday Night*, or the weekly 90 minute *Concert du mercredi* on the French network, or all the others listed under "Representative Programs" suggest that CBC standards and diversity have indeed been maintained.

Regional Programming

Primarily the CBC must take a national service to Canadians via its networks. To do this adequately, stations along the network must contribute to the national and regional programming and also offer a local service to their individual communities.

Each regional production point tends to develop certain strengths. Vancouver, for instance, has had strong audience support for its early evening television pattern of local and imported entertainment programming mixed with lively, hard-hitting magazine shows, a pattern which Winnipeg has successfully tried this year.

On the Prairies, Winnipeg and Edmonton have developed regional communal programming such as *The West*, five programs discussing Western Canada as an idea, and *Music in Miniature*, while the four Prairie radio stations form a network for such programs as *Points West*.

Ottawa's local folk singing television program, *The Courriers*, has been very successful in exchange with other regions, and its radio programs, *CBC Gallery Concerts* and *Contrasts in Variety* attracted full houses to the National Gallery and to the university campuses from where they originate. The local musical show on radio, *Fantaisie du soir*, and the public affairs TV show, *Point de fuite* were highlights of the French language stations.

Montreal (English) plays a crucial part in the CBC's coverage of Quebec affairs in such programs as *The Way Things Are*. It has made outstanding contributions to regional drama with *Shoestring Theatre* and to youth programming with *The New Generation*.

Toronto of course is the home of the English networks but also produces many local programs such as television's new *City at Six*. CIBC radio produced 17 hours a week of local French language programming.

In addition to its public affairs contributions to the French network, Quebec City is particularly strong in music with network contributions to *L'Heure du concert* and the local *Récital* on television, and *Au fil de la chanson* and others on radio.

Halifax too offers most types of programming but makes particularly strong contributions to community affairs by its hour-long weeknight *Gazette*, and by its morning schools TV broadcasts. On radio, *Bill of Fare* experiments in drama, music and documentary programs.

Although only in its second year of operation, CBC television in St. John's mounts some 19 local programs while Corner Brook produces nine hours — notable contributions to the life of the communities they serve. Regional radio production centres are also very active in Moncton, Windsor, Chicoutimi, Sydney, Fredericton, Regina, Calgary and Prince

Rupert as the list of Representative Programs shows.

The exchange of locally produced programs between regions is of growing value to the CBC. In its first full year of operation in 1962-63, the regions exchanged some 500 programs on videotape, kinescope recording, or film through the Regional Exchange Office. This year, the total was slightly more than 2,300 programs. These programs give regional artists, actors and writers exposure in areas other than their own; they help show Canada to Canadians; and by reducing the need for buying non-CBC film programs they free up money for producing local live shows. Affiliates also use the service at a reasonable cost.

TABLE D

Origin of programs in hours on CBC television networks in a winter

	ENGLISH NETWORK	FRENCH NETWORK
CANADA	45½ hours	59 hours
UNITED STATES	26½ "	13 "
FRENCH-SPEAKING COUNTRIES	—	15½ "
COMMONWEALTH	1 "	½ "
OTHER FOREIGN	—	11½ "

NOTE: The greater number of hours on the French network than on the English is largely due to the French network carrying feature films in the afternoon and evening, periods when feature films are shown locally on the English network stations. Most of the hours shown under "French-speaking Countries" and "Other Foreign" on the French network are such feature length films.

TABLE E

Analysis of program content of CBC networks in hours and minutes during a winter week

	TELEVISION		A.M. RADIO		F.M. RADIO	
	Eng. ¹	Fr. ²	Eng. ³ N	R	Fr.	Eng. ⁴
<i>Information, Ideas and Opinion</i>						
News & Special Events	4:11	5:25	7:26	7:07	12:37	10:45
Current Affairs:						
Documentary and Discussion	11:30	11:45	19:59	6:50	18:43	10:47
Religious	0:27	2:15	1:10	—	1:47	—
Education: Formal & Informal	14:10	15:45	4:50	7:12	12:10	—
<i>Light Entertainment</i>						
Music and Dance	4:45	1:45	13:45	13:03	30:38	43:30
Drama and Story	21:00	46:15	4:45	2:30	8:38	0:15
Variety, Quizz, Game	8:35	5:00	1:00	—	6:18	—
<i>Arts, Letters, Science</i>						
Drama, Poem and Story	1:30	1:00	3:10	—	2:28	—
Music and Dance	0:30	1:30	13:45	7:13	22:43	36:30
Criticism and Science	0:30	1:00	0:27	—	2:15	0:30
<i>Sports and Outdoors</i>						
	6:00	7:30	2:20	2:30	4:04	0:25
TOTAL	73:08	99:10	72:37	46:25	122:21	102:42

As discussed in the text, program categories are necessarily artificial and overlap one another. Table E should, therefore, be treated with considerable caution. Similarly, the breakdown between "network", "regional" and "local" program is often very complex and the following points must be noted:

- 1) The English television network figures include programs carried on the CBC English Network i.e. a network comprising the CBC regional stations and their associated rebroadcasters but not the affiliates.
- 2) The French television network carries in the afternoon and late evening feature films which the individual English stations schedule locally. This accounts in the main for the considerably larger number of hours of "Drama and Story" on the French network.
- 3) The English A.M. radio network often splits into regional networks to carry station type programming e.g. all regions may carry regional farm programs. The table figures for the national A.M. English radio network and, as a representative example, the mid-east Regional Network. Total of the two networks is comparable to the French A.M. network which does not split in a similar way.
- 4) There is as yet no French F.M. network, and the figures given here are for CBC Montreal. — Apart from CBF-FM, no figures for purely local programs are included in the table.

The effectiveness of the International Service shortwave broadcasts in all languages to Europe, Africa, Latin America, the Caribbean, North America, Australia, New Zealand and the South Pacific is measured by the 61,000 letters and cards received from all over the world (a 65% increase over last year and all of it answered in the original language); by the 3,000 members of the Radio-Canada shortwave club who exchange technical information and who include an increasing number of members in Eastern Europe; and by the 150,000 listeners around the world who get Program Schedules on a regular mailing list four times a year.

This success comes despite outdated equipment at the Transmitting Plant in Sackville, N.B., from where the Service has broadcast for 21 years, but whose limitations now force the renting of transmitters in Britain for broadcasts to Eastern Europe and Africa.

Spoken word transcriptions in English, French, Spanish and Portuguese including some on Canadian history that will be published for the Centennial were very popular. Transcriptions in other languages were also produced; for instance stations and networks in Germany, Switzerland and Austria used 376 recorded program items in German.

In television the 15 minute multi-lingual *Canada Magazine* continued and work started on *Expo Minus One* in color showing the influence of Expo 67 on Montreal and its environs. The Canadian Centennial and Expo 67 formed the basis of hundreds of broadcast items. In addition, Expo programs in languages not usually included in the Service covered such ceremonies as sod-turning on the sites of the national pavilions of the countries concerned.

Regular broadcast programs frequently dealt with international events taking place in Canada: for instance, the Conference of the Inter-Parliamentary Union in Ottawa and the International Piano Festival in Montreal.

The Transcription Service marked the 21st anniversary of the International Service with the announcement of a Centennial project produced jointly with RCA Victor. This anthology of music by composers and musicians from all parts of Canada was recorded during the year by the International Service and will be released commercially.

special program services

Northern Service

All the radio stations of the Northern Service are connected with CBC national networks "outside" except Inuvik, Churchill, and Frobisher Bay. These receive national service programs on tape and their news by short or medium wave.

The need for a program service to the Far North in French, English and Eskimo was met by eight and a half hours of shortwave broadcasts daily. News and messages on Arctic Patrol began in the Eastern Arctic for the men of the ice breakers and supply ships. *Northern Messenger*, CBC's most enduring program, was extended to twelve months instead of its former winter season.

The Northern Service is concentrating on improving and extending its programs for Indian, Eskimo and Métis listeners who are now beginning to share the economic and educational opportunities available to most Canadians. Radio is an ideal means of communication among people lacking a written culture.

The Service has made increasing use of Eskimo and Indian languages in local programming to feature reports, discussions and talks on such topics as housing, health, education and employment as well as community news, messages, traditional folklore and music; for instance, broadcasts in Eskimo at Frobisher Bay increased in the past year from one and a half to twenty hours weekly. The Service also broadcasts the weekly *Indian Magazine* in English, for and about Indian people throughout Canada.

In the Mackenzie Delta, the Northern Service co-operates with the Indian-Eskimo Association to start a community development program adapting the format of the National Fair Radio Forum. The views of the Delta communities on matters of interest and concern to their members are broadcast in Eskimo, Loucheux and English by radio station CHAK. The people have little or no means of communicating with each other on matters of common interest or of speaking as a group to the rest of Canada. Radio will help remedy this. If the "Community Action Program" succeeds in the Delta, it will be started in other places in the North.

Armed Forces Service

In line with the wish of the Department of National Defence the Armed Forces Service improved and extended its service to the members of the Canadian Forces and their dependents abroad. It supplied over 84 hours of programs weekly recorded from the French and English radio networks to the Army and Air Force radio stations in Europe, plus two and a half hours of news, sports, and topical programming daily by shortwave. It arranged network connections from Canada for Christmas and the Federal Election, the Grey Cup and Stanley Cup games. The Service also supplied a package of about fifteen hours a week on film and kinescope of CBC-TV programs including hockey and football games, to the Department of National Defence for distribution among remote and isolated stations of the Canadian Armed Forces.

To mark radio station Canadian Army Europe's 10th Anniversary, the CBC produced special programs for broadcast on its networks and the Armed Forces stations overseas. CBC concert parties toured military bases in Canada, Cyprus and the Middle East resulting in programs for broadcast by the networks as well as entertainment for the troops. Royal Canadian Navy ships at sea 'broadcast' CBC radio programs over their public-address systems. These are supplied in tape-recorded form by the Armed Forces Service in quantity to the headquarters of the Navy's Atlantic and Pacific commands. Continuing 'banks' of non-topical programs are maintained at the Halifax and Esquimalt Naval Dockyards. As each ship leaves on cruise it draws a supply of CBC programs from the bank which is constantly replenished with new programs.

Thirty-eight major awards won by CBC programs, 20 of them international, marked the standards of program production on the English and French networks and in the regions. Among the major items were the International Emmy won by *Le Barbier de Séville*; The Silver Rose of Montreux won by a *Wayne and Shuster Special*; the Italian Press Association Prize at the Italia Prize won by *Rendezvous with Death*; the Governor of Metropolitan Tokyo prize won by *Old and New Dimensions of Democracy* at the Japan Prize competition; the CIDALC — René Barthélémy Prize won by *Romeo and Juliet* at the Monte Carlo International Television Festival; and prizes at the International Festival of Light Music and Song at Sopot, Poland, won by Monique Leyrac and Gilles Vigneault representing the French network. Special world recognition this year was gained by a production of *This Hour Has Seven Days*: it was *Summer in Mississippi*, which won seven international awards.

International Awards

AMERICAN EXHIBITION OF EDUCATIONAL RADIO AND TELEVISION PROGRAMS AWARDS (Ohio)

Television:

Face of the Earth: How Rocks are Made (Producer, Dan McCarthy)

Shoulders of Our Ancestors of December 8, 1964 (Producer, A. P. Lumsden)

This Hour Has Seven Days: Summer in Mississippi (Producer, Beryl Fox)

Radio:

Return of Nana Bijou: Ordeal of the Tree (Producer, Digby Peers)

The Octagonal Approach to Animals: The Octagonal Approach to Spiders (Producer, D. J. MacDonald)

Senior History: In Time of Peace Prepare for War (Producer, Digby Peers)

COMMONWEALTH FILM FESTIVAL (Cardiff)

This Hour Has Seven Days: Summer in Mississippi (Producer, Beryl Fox) — Award in the category of television documentaries.

CONCORSO INTERNAZIONALE DI CINEMATOGRAFIA SPORTIVA (Cortina d'Ampezzo, Italy) *Torch to Tokyo* (Producer, Douglas Gillingham) — Silver Medal.

THOMAS ALVA EDISON AWARD

The Nature of Things: Animals and Man series (Producer, James Murray) — Special citation for outstanding achievement in a science television series.

THE GOLDEN ROSE OF MONTREUX (Switzerland)

The Wayne and Shuster Hour, bilingual show of 1964 (Producers, Bill Davis and Roger Fournier)

— The Silver Rose Award.

GEORGE POLK MEMORIAL AWARD (New York)

Document series: *Mills of the Gods: Viet Nam* (Producer, Beryl Fox) — Best TV documentary.

ITALIA PRIZE (Florence)

Rendezvous With Death (Producer, Len Chapple): The Italian Press Association Prize for the best Radio documentary.

THE JAPAN PRIZE (Tokyo)

Massey Lectures by C. B. Macpherson: *Old & New Dimensions of Democracy* (Producer, Lynn Higgins) — The Governor of Tokyo Prize for the best program in the adult education category.

MONTREAL INTERNATIONAL FILM FESTIVAL

This Hour Has Seven Days: Summer in Mississippi (Producer, Beryl Fox)

MONTE CARLO INTERNATIONAL TELEVISION FESTIVAL

Romeo and Juliet (Producer, Norman Campbell):

— CIDALC — René Barthélémy Prize.

NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES



1
J'habite une ville, produced by Pierre Perrault, was awarded a citation for being the best documentary, at the Congrès du spectacle, in Montreal.

2
Est-ce ainsi que les hommes vivent ?, produced by Michel Chalvin, was awarded the citation given to the best radio magazine, at the Congrès du spectacle, in Montreal. Hosts are Renée Larochelle and Jean-Paul Nolet.

3
Pierre Morin's production of Le Barbier de Séville won the International (Emmy) Award of the National Academy of Television Arts and Sciences.

4
Les Couche-tard, produced by Jean Bissonnette and whose hosts are Jacques Normand and Roger Baulu, was proclaimed the best television variety show, at the Congrès du spectacle, in Montreal.

5
CBC producer Beryl Fox, who won the prestigious George Polk Memorial Award for her Viet Nam documentary, The Mills of the Gods.

6
Canadian performers Monique Leyrac and Gilles Vigneault (both at centre) were interviewed for a Polish broadcast before going to Sopot, in Poland, where they became the winners of the International Song Festival.

7
Festival's production of Oscar Wilde's An Ideal Husband. From left to right, Hilary Vernon, Paul Harding and Gillie Fenwick.

8
The ballroom scene from Romeo and Juliette, produced on Festival by Norman Campbell.

(New York) *Le Barbier de Séville* (Producer, Pierre Morin)
— The International (Emmy) Award for the best international production.

**SOPOT-OSTENDE INTERNATIONAL FESTIVAL
OF LIGHT MUSIC SONG**

First prize for best song to Gilles Vigneault's *Mon Pays* and
first prize for best interpretation to Montreal's

Monique Leyrac (sponsored by CBC)

U.A.R. INTERNATIONAL TELEVISION FESTIVAL (Alexandria)

Face of the Earth: How Rocks Are Made (Producer, Dan
McCarthy) — Bronze Trophy (educational category)

VANCOUVER INTERNATIONAL FILM FESTIVAL

This Hour Has Seven Days: Summer in Mississippi
(Producer, Beryl Fox)

WESTDEUTSCHE KURZFILMTAGE (Oberhausen)

This Hour Has Seven Days: Summer in Mississippi
(Producer, Beryl Fox)

Canadian Awards

**CANADIAN FARM WRITERS FEDERATION AWARD
FOR TELEVISION REPORTING**

This is Our Competition: U.S. Hogs (Jack Johnson, Halifax)

CANADIAN FILM AWARDS

This Hour Has Seven Days: Summer in Mississippi
(Producer, Beryl Fox)

Open Grave (Producer, Ron Kelly)

Congrès du spectacle (Montreal)

Citations for Best Programs

Radio:

Drama Program: *Le Neveu de Rameau*
(Producer, Roger Citerne)

Serial: *Marie Tellier, avocate* (Producer, Madeleine Martel)

Documentary: *J'habite une ville* (Producer,
Pierre Perrault)

Magazine: *Est-ce ainsi que les hommes vivent?*
(Producer, Michel Chalvin)

Variety Program: *Chez Miville* (Producer, Paul Legendre)

Television:

Youth Program: *Atome et galaxies* (Producer, Jacques Faure)

Special Events: *La Soirée du hockey*
(Producer, Gaston Dagenais)

Information Program: *Aujourd'hui*
(Executive producer, Lorenzo Godin)

Music Program: *Le Barbier de Séville*
(Producer, Pierre Morin)

Variety Program: *Les Couche-tard*
(Producer, Jean Bissonnette)

Dramatic Serial: *Septième-Nord* (Producer, André Bousquet)

Citations for Best Scripts

Drama: Claude Jasmin (*Tuez le veau gras*)

Educational Script: Pierre Dumas (*Atome et galaxies*)

Information Script: Fernand Seguin (*Actualités politiques*)

Dramatic Serial Script: Marcel Dubé (*De 9 à 5*)

Best Television Production: Réal Benoît (*Le Marin d'Athènes*)

Citation for Best Performers

Narrator: Robert Gadouas (*Les Mensonges d'Ulysse*)

Commentator: René Lecavalier (*La Soirée du hockey*)

Host: Raymond Charette (*Tous pour un*)

Song Interpretation: Monique Leyrac

Singer: Pierre Duval (*Le Barbier de Séville*)

Grand Prix, Best Actor: Benoît Girard (*Tuez le veau gras*)

Grand Prix, Best Actress: Hélène Loiselle (*Madame Maura*)

Best Chansonnier: Gilles Vigneault

Best Productions (Design and Staging)

Technical quality of a studio-produced program:

Tuez le veau gras (Noël Lecluyse and technical crew)

Technical quality of a mobile unit production:
La Nuit des Îles (Claude Godin and technical crew)
Graphics: Irène Gauthier (*Atome et galaxies*)
Makeup: Fernand Bastien (*Monsieur Lecoq*)
Scenery: Hugo Wuethrich (*Le Barbier de Séville*)

Gala des artistes (Montreal)

Aujourd'hui: Citation to the group

Chez Miville: Citation to Miville Couture for the best entertainment program

Wilderness Award

Camera Canada:

The Thirties: A Glimpse of a Decade (Producer, Ron Kelly)

The Wilderness Award — Bronze Medals to: Ron Kelly, Producer; Ben Maartman, Writer; Arla Saare, Editor; Alex Trebek, Narrator; Thom Benson, Executive Producer

Champ libre:

La Gaspésie: "Special Award" medals to Marcel Blouin, Producer; Guy Viau, Interviewer

Thetford Mines: "Special Award" medals to Gilles Derome, Producer; Carl Dubuc, Journalist

representative programs

ENGLISH NETWORKS	TELEVISION	RADIO
NEWS AND SPECIAL EVENTS	CBC National News News Specials Newsmagazine: <i>The Mountain (Viet Nam)</i> <i>The Byrne Report</i> <i>Report from Moscow</i> Weekend Report Federal election coverage Opening of Parliament CBC satellite transmissions: <i>Queen's visit to Berlin</i> <i>British general election</i> CBC News background plus U.S. coverage: <i>Gemini space flights</i> <i>Pope Paul VI at the U.N.</i>	CBC National News News Specials Sunday Morning Magazine: <i>The election campaign</i> <i>Rhodesian crisis</i> <i>The debate on Viet Nam</i> On Parliament Hill From Our Own Correspondent Federal election coverage Opening of Parliament British general election CBC News background plus U.S. coverage: <i>Gemini space flights</i>
CURRENT AFFAIRS, DOCUMENTARY, DISCUSSION	Document: <i>The Mills of the Gods</i> <i>At the Moment of Impact</i> <i>A Sense of Captivity</i> <i>This Hour Has Seven Days</i> The Sixties: <i>Air Canada and Automation</i> <i>Poverty in Canada</i> <i>A Tale of Two Cities: Berlin</i> The Public Eye: <i>Dresden</i> <i>Modern capitalism</i> Take Thirty: <i>Mrs. Martin Luther King</i> Canada 99: <i>The Saskatchewan</i> <i>All Hell for a Basement</i> <i>Rivers to the Sea</i> Across Canada Viewpoint The Men and the Issues The Nation's Business (party broadcasts)	Cross-Country Check-Up: <i>Lotteries</i> <i>Liquor laws</i> <i>Monarchy</i> <i>Broadcasting</i> <i>The new morality</i> Project 66: <i>The Canadian Mood</i> <i>The Preposterous Dream</i> Soundings: <i>Alcoholism</i> <i>France and Quebec</i> <i>Happy Birthday Flag</i> Trans-Canada Matinee Agenda 65-67 1967 and All That Between Ourselves Looking Through the Papers Capital Report Speaking Personally Today's Editorial Shop Talk/Business Barometer International Teach-In on Vietnam (FM) The Nation's Business (party broadcasts)
RELIGION	Heritage: <i>Taize: Sign of Unity</i> <i>Violence: The Barbaric</i> Heritage <i>In Praise of Love</i> <i>Portrait of a Clergyman</i> Ferment Hymn Sing Christmas and Easter programs	Christian Frontiers: <i>Christians Under Communism</i> <i>Report from Vatican Council</i> <i>The Coptic Church in Canada</i> <i>Principles of Union</i> Church of the Air World Church News Christmas and Easter programs
INFORMATION AND EDUCATIONAL	Winter Conference: <i>The People are the City</i> This Land of Ours: <i>Water pollution</i> <i>Bird population</i> Country Calendar The Nature of Things: <i>Animals and Man</i> French for Love Extension (regional exchange) Cuisine (regional exchange)	Couchiching Conference: <i>Concepts of Federalism</i> The Massey Lectures: <i>Politics of Privation</i> French for Love Country Magazine Farm Broadcasts For Consumers University of the Air: <i>The Ecological Viewpoint</i> The Best Ideas You'll Hear Tonight (FM) The Best of Ideas (AM)
SCHOOLS AND YOUTH	Canadian School Telecasts: <i>Looking into Space</i> <i>Macbeth</i> <i>Constants of Physics</i> Through the Eyes of Tomorrow Chez Hélène Butternut Square The Friendly Giant Razzle Dazzle Music Hop Passport to Adventure	Canadian School Broadcasts <i>Behind the News</i> <i>Life in Canadian Outposts</i> <i>Nature's Buried Treasures</i> <i>Patterns in Hamlet</i> The Action Set Playroom Rod and Charles Who Will Come with Me? Saturday Beat
GENERAL ENTERTAINMENT	Show of the Week: <i>Belafonte at the O'Keefe</i> <i>Hank Snow Country Special</i> <i>Wayne and Shuster Hour</i> <i>Another Side of Young</i> Don Messer's Jubilee Juliette Some of Those Days The Tommy Hunter Show Front Page Challenge Flashback The Roy Petty Show Telescope: <i>Fall Guy</i> <i>Out of the Basement into the Blue</i> <i>Call Him Lucky</i> <i>The Flying Lambs</i> <i>A Crawl of Pubs</i>	CBC Showcase: <i>The Rich Little Show</i> Canadian Forces Showcase: <i>Cyprus Concert Party</i> Gordie Tapp Show Continental Rhapsody Jazz Canadiana That McKinnon Girl Max Ferguson Show Now I Ask You Court of Opinions Stories with John Drainie As Time Goes By Assignment Music Scene

DRAMA

Festival:
Heloise and Abelard
A Cheap Bunch of Nice
Flowers
How to Break a Quarterhorse
Romeo and Jeannette
An Ideal Husband
Ashes to Ashes
The Just
Man Alive
The Serial
Mr. Member of Parliament
Cariboo Country
Show of the Week
Hero at Hatch's Mill
 Bob Hope Theatre:
Tell Them the Streets are
Dancing (a CBC production)
Seaway (Canadian film production)

CBC Stage:
The Dog That Wouldn't B
Elektra
The Scotch
Juana la Loca
Alice in Wonderland
The Lady's Not for Burning
 CBC Tuesday Night
The Play of Jesus
The Bold Ones
 Midweek Theatre
The Winter Years
Falconer's Island
Tartuffe

MUSIC

Festival:
The Magic Flute
Romeo and Juliet
(National Ballet of Canada)
Toronto Symphony
The Blues
In Praise of Great Performers
 from French Network
The Barber of Seville
Introducing Michel Legrand
Monique Leyrac
Romance in Music
 Portrait: Lucio Agostini
 Stravinsky (National Film Board)

CBC Tuesday Night
Celebrity Series
Youth Concerts
 Waddington Memorial Co
 Tribute to Pierre Mercure
 CBC Talent Festival
 Symphony Hall
 Concerts from Two World
 Choirs in Concert
 Distinguished Artists
 CBC Halifax, Winnipeg an
 Vancouver orchestras
 Music Diary
 Metropolitan Opera
 Opera Theatre (FM)

ART AND LETTERS, HISTORY

Bernard Shaw: Who the Devil Was He?
 The Gift—a return to Hiroshima
 Show on Shows
 Camera West
Life and work of Emily Carr
 Telescope:
Eskimo sculpture
Maude Lewis
The Cowboy Artist
 Commonwealth Arts Festival
 A World of Fairs
 National Film Board:
Leonard Cohen
Buster Keaton Rides Again
 Ciné Club

Venture:
Rendezvous with Death
 A Man at Westminster
 Trans-Canada Matinee:
Listening to Pictures
 The Arts This Week
 CBC Tuesday Night:
The Age of Howe
Big Gordie
 New Writing Contest
 The Fourth Estate
 Music in Canada
 (13-part history)
 Fire on Parliament Hill
 Ypres Remembered
 Pratley at the Movies

SPORTS

National Hockey League
 Canadian Open Golf
 CFL Football
 Queen's Plate
 CBC Sports Presents
(Canadian and international events)
 20/20: Diary of a Racing Driver
 An Entirely Private Goal
 (long-distance running)
 The Outdoorsman

National Hockey League
 World Amateur Hockey
 Tournament
 Boxing: Clay-Liston
 Clay-Patterson
 Clay-Chuvalo
 Motor racing: Canadian G
 Prix
 Canadian Curling
 Championship
 World Figure Skating
 Saturday Sports Date
 Sports Beat: junior amate
 sport
 RPM
 From BBC: Grand Nationa
 F.A. Cup

FRENCH NETWORKS

TELEVISION

RADIO

NEWS

Le Téléjournal
 Caméra 65/66
 Les Elections fédérales
 Le Programme Gémini
 Visite de Paul VI aux Nations Unies

Le Radiojournal
 Tour des capitales
 Les Elections fédérales
 Visite de Paul VI aux Nations Unies
 Le Programme Gémini

PUBLIC AFFAIRS

P.S.
 Le Sel de la semaine
 Deux millions de femmes
 Défis nouveaux
 Aujourd'hui
 Cartes sur table
 Expo 67
 Conférence de presse
 Sextant

Est-ce ainsi que les hommes vivent?
 Commentaires
 De mémoire de femme
 Présent
 Regards sur le Canada français
 A la rencontre des illustres
 Capital et travail
 Place publique
 Une homme vous écoute
 J'habite une ville
 Université Radiophonique
 Internationale

CULTURE, HISTORY

Au-delà des apparences
 Lecture pour tous
 D'hier à demain
 Le Canada en guerre
 Sir Winston Churchill
 Le Professeur Guillemin
 Langue vivante

Cinéma, miroir du monde
 La Revue des arts et des lettres
 Les Visages de l'amour
 Une demi-heure avec
 Les Ecrivains canadiens
 Chronique de la vie musicale au Canada
 La parole est d'or

DRAMA	Téléthéâtre: <i>Trois femmes, un homme</i> <i>Le Disciple du diable</i> <i>Un cri qui vient de loin</i> <i>Les Papiers d'Aspern</i> <i>Il est important d'être Aimé</i> <i>Le Canard sauvage</i> <i>Madame Sans-Gêne</i> <i>Victimes du devoir</i> Théâtre d'une heure: <i>La Cruche cassée</i> <i>L'Homme au parapluie</i> <i>La Parisienne</i> <i>Une incroyable histoire</i> <i>Chacun son amour</i> <i>Affaire vous concernant</i> <i>Soirée au Théâtre Alcan:</i> <i>Un mari idéal</i> <i>Le Voyage de M. Perrichon</i> <i>La Collection Dessen</i> Téléromans: <i>Les Belles Histoires des pays d'en haut</i> <i>Septième-Nord</i> <i>De 9 à 5</i> <i>Le Bonheur des autres</i>	Jeunesse dorée <i>Sous le signe du Lion</i> <i>Sur toutes les scènes du monde</i> Marie Tellier, avocate <i>Les Visages de l'amour</i>
MUSIC	L'Heure du concert: <i>Un grand maître:</i> Pablo Casals <i>Concert à l'italienne:</i> Renata Tebaldi <i>Wilfrid Pelletier rencontre</i> <i>Toi</i> <i>L'Orchestre symphonique de Québec</i> <i>Le Pauvre Matelot</i> <i>La Musique française</i> Gérard Souzay <i>Concert avec Bruno Maderna</i> <i>Orchestre de chambre McGill</i> <i>Inauguration de la salle de Jonquière</i> <i>Hommage à Claude</i> <i>Champagne</i>	L'Heure du concerto Orchestre symphonique de Radio-Canada Concours national de musique de Radio-Canada Concert du mercredi Musiciens d'aujourd'hui Artistes de renom Musique de piano Récital de Montréal Bach à Brel Les Chefs-d'oeuvre de la musique Concert symphonique Orchestre de Vancouver et de Winnipeg Moussorgsky et ses mélodies Metropolitan Opera
VARIETY, LIGHT ENTERTAINMENT	En vacances avec ... Micheline Music-hall Du côté de Québec Mon pays, mes chansons Lucille Dumont Gala du congrès du spectacle La Saison d'amour Michel Legrand Gala du festival du disque	Musique des Pays-Bas La Rose des vents De par le monde Salut, les copains Le monde est mon pays Chez Miville La Petite Semaine A ciel ouvert Les Petits Bonheurs A la gaieté lyrique Toute la gamme Radio-variétés Jazz en liberté Visite aux chansonniers
QUIZZ	La Poule aux oeufs d'or Face à la musique Le Millionnaire Tous pour un	
EDUCATIONAL	Cours universitaires: <i>Géographie humaine</i> <i>La Civilisation traditionnelle du Canada français</i> <i>Éléments d'anthropologie</i> <i>Biologie humaine</i> <i>Initiation biblique</i> <i>Histoire de la musique</i> Les émissions scolaires: <i>Géographie</i> <i>Civilisation</i> <i>Connaissances usuelles</i> <i>Physique</i> <i>Mathématiques</i>	Cours universitaires: <i>Les Institutions politiques canadiennes</i> <i>Le Système municipal québécois</i> <i>Le Roman français au XIXe siècle</i> Radio scolaire: <i>Faisons de la musique</i> <i>Premiers pas</i>
YOUTH	Des fourmis et des hommes Nos frères, les Hommes 100 millions de jeunes Radisson Gendarmerie royale Atome et galaxies Jeunesse oblige	Le Marchand de sable Pipandor Tante Lucille
WOMEN	Femme d'aujourd'hui Elles	Fémina Place aux femmes
RELIGION	Panorama Signes du temps A l'heure du Concile Notre-Dame-du-Cap Le Concile oecuménique Vatican II Le Dimanche des techniques de diffusion	La Prière La Messe des malades La Passerelle Méditation L'Autre Rive L'Esprit souffle où il veut
SPORTS	Golf et tennis Chasse et pêche L'Univers des sports L'Heure des quilles	Chronique sportive La Soirée du hockey Le Hockey, avec René Lecavalier

SPORTS (cont'd.)	La Soirée du hockey Queen's Plate Le Derby du Québec La Course de Mosport Le Tournoi international de ski	
FILMS	Cinéma du dimanche Cinéma de Paris Ciné-jeunesse Festival Gérard Philipe Festival du cinéma polonais contemporain Cinéma international ONF	
AGRICULTURE	Les Travaux et les jours	Le Réveil rural L'Homme et le sol Jardins plantureux, ja fleuris
MISCELLANEOUS	Semaine Canada-Suisse Des phoques et des hommes Les Fêtes du Canada français Le Carnaval de Québec	

REGIONAL AND LOCAL BROADCASTING	TELEVISION	RADIO
NEWFOUNDLAND		
ST. JOHN'S	Open House Panorama All Around the Circle Variety Stage Land and Sea Pillars of Faith University Forum Clubhouse 8 Talent Time Provincial Affairs	Newfoundland School Broadcasts Evening Bulletin Newfoundland Log Newfoundland Radio Th Invitation to Worship M.U.N. Review In Harmony Of Ships and Men The Major Regional Roundup In Recital Fisherman's Broadcast
CORNER BROOK	Woman's Page Variety Showcase In the Public Interest Face to Face West Coast Jamboree Chapel of the Air	Church Services Saturday Showcase Hymns of Praise Local News West Coast Jamboree Morning Commentary
MARITIMES		
HALIFAX	Gazette Fisherman's Log Country Calendar Interrogative 3 Sportsman's Almanac Hi-Society Nova Scotia School Telecasts Sunnytime CBC News Church Services	A.M. Chronicle Maritime Sportscast Neighbourly News Maritime Gardener Country Capers Opinion Bill of Fare CBC Invitational Concert Maritime Fish/Farm Broa Atlantic School Broadca The Motor Show The Earl Milton Show
SYDNEY		Cape Breton Chronicle Open House Bill Board Choral Time Teen Bean Evening Chronicle
FREDERICTON AND SAINT JOHN		The Breakfast Show Music and the Arts Legislature Report News and Sports On Parade The Diamond Trio Church Broadcasts
MONCTON (FRENCH)		L'Actualité régionale En bonne compagnie Radio étudiante Chorales acadiennes Le Moulin à café Jazz Hot Sur quatre roues La Vie rurale Le Quart d'heure cathol Au service du pêcheur Récital Nouvelles locales
QUEBEC		
MONTREAL (ENGLISH)	The Steve and June Show Shoestring Theatre Metroscope The Way Things Are Calendar Teen '66 The New Generation Quebec School Telecasts	Small Fry Frolics Let's Consider Airborne Sights and Sounds Let's Travel Expo Today Sports Cavalcade Concert Time

MONTREAL (ENGLISH)	University Course (cont'd.) Tween Set	Concert Cameos Jazz en liberté
MONTREAL (FRENCH)	Le Téléjournal Le Supplément régional	A la bonne heure Présent Du pays de France (FM) Airs d'opéra (FM) Du blues et des hommes (FM) Pages immortelles (FM) Université Radiophonique Internationale
QUEBEC (FRENCH)	Bonjour Dimanche Rond-point Hebdo-sport Le Supplément régional Récital	Bonjour Québec Au fil de la chanson Divertissement
CHICOUTIMI (FRENCH)		Occupons-nous de nos affaires Notre artiste invité Propos du matin Petite histoire d'un grand royaume Tam-tam Match intercollèges Actualités et revue des actualités Nouvelles locales
ONTARIO		
TORONTO (ENGLISH)	On the Scene Toronto File Cousing Bill Night Metro Nightcap Sports View Luncheon Date Ontario School Telecasts City at 6 Generation	Let's Find Out Toronto Artists In Recital Ontario Gardener Don Sims Show Theatre Anyone? Ontario School Broadcasts Safety Clinic Byways of Beauty Ballet Club Audio Small Types Club Comments and Curling
TORONTO (FRENCH)		Bonjour Noir et blanc Gens du sud Racontez-moi Ecoute cette chanson Paysages musicaux
OTTAWA (ENGLISH)	Living Jack in the Box The Courriers The Roaring Game Sports Panorama Reach for the Top Some of the People Night Final	CBC Gallery Concerts Thursday Recital Adventures in Rhythm Contrasts in Variety A Thought for Today R.A. Reporter Studio A Ski Trails
OTTAWA (FRENCH)	Sport-atout Point de fuite Notez bien Dernière édition	Concerts de la Galerie nationale Récital Soleil et santé Présent Fantaisie du soir Jazz de A à Z
WINDSOR		Windsor Symphony Orchestra Now and Then City Hall Reports The Round Table Make a Joyful Noise Call to Worship As Big as All Outdoors Saturday News Magazine Philosophy Fifteen Harmony Lane Farm Broadcasts The Sun Parlour Gardener
PRAIRIES		
WINNIPEG	This Business of Farming Mainly for Women Prairie Profile Profile on Industry Opening of Provincial Legislature The View from Here Conversations in Mathematics The West As A Matter of F.A.C.T. Reach for the Top	Points West Manitoba Magazine Music on Campus Prairie Sports Final Race and Rally Ask an Alcoholic The Passing Show Family Worship School Broadcasts
REGINA		Saskatchewan Jubilee Year Prairie Concert Varsity Profile The Passing Show Saskatchewan Scene Ask an Alcoholic Pops Parade CBC in the Classroom

CALGARY		Skyline The Music Museum Prairie Concert The Faculty Room Ask an Alcoholic The Classroom The Passing Show
EDMONTON	Showcase Dimension Reach for the Top On the Scene Klondike Days Alberta School Telecasts The Stu Davis Show Farm Focus Perspective Keen Ice	Producers Choice Serenata Chronicle From the Sidelines Morning Devotions Prairie Concert The Buddy Victor Show Farm broadcasts Alberta school broadcasts
BRITISH COLUMBIA		
VANCOUVER	Seven O'Clock Show Home Edition On the Scene Fun House About Town Reach for the Top Klahanie "X" Skiview Provincial Affairs	Morning devotional program This Week's Composer Mosaic Saturday Evening Neighbourly News B.C. Gardener Hidden Pages of the Air Provincial Affairs A Night from the Nineties
PRINCE RUPERT		Rupert Calling Message Period Western Style Universal Hit Parade
NORTHERN SERVICE		
MONTREAL PRODUCTION UNIT (supplying local stations by tape)		*Indian Magazine *Northern Messenger *Arctic Patrol *Projects *The Changing North *North of '60 *NWT Council Reports
GOOSE BAY		Mokami Mountaineers The Labrador Eskimo Program
FROBISHER BAY		*Eenoonat (Eskimo Magazine) *Ikaluit Oqauasi (Frobisher Calling) *Teterkaat (personal messages) *Neejawootit (popular music) Kanook Tooknik Enootaagoonamagata (discussion and "open line" in Eskimo) Ililasiu (for Eskimo women) Eskimo Hour (for the young generation) Who's Where in Frobisher
YELLOWKNIFE (MACKENZIE NETWORK)		Gather Round (for Mackenzie area Indians, partly in Indian languages) Mackenzie Partyline Caribou Time Sportsreel
CHURCHILL		*Uqausi (The Eskimo People Speak) *Inuitit (Churchill! Calling the Eskimo people) Outdoor Life Rankin Inlet Eskimo News Una Selde Ina (For the Chipewyan People) Wa Che Ak Ne Tu Ta Muk (News and Views of the Cree People) Point of Order
INUVIK		Inuit Folklore (in Eskimo and English) Koongyungaknakla (information and music) Tukudh Kinjik (For the Kutchikan Indian People) From the Hospitals Viewpoint Talent Showcase
WHITEHORSE (YUKON NETWORK)		The Yukon Indian Program Northern Jamboree Trail of '65 You and Education The Yukon Territorial Council

*(Also broadcast on Northern Service shortwave)

The CBC distributes its network radio and television programs through CBC and privately-owned stations. Although economics limit the number of network programs that the privately-owned affiliates can carry — they get no revenue from the many public service and unsponsored programs on the networks — only a compromise system like this could have developed broadcasting in Canada at the desired rate. The contribution of the affiliates, with whom the CBC has a very satisfactory relationship, remains essential to the national service.

CBC Network Expansion

Each year the CBC extends its network service to still more people and this year spent approximately \$3,500,000 in network extension, or about 25% of its capital budget.

The Corporation regularly reviews its lists of communities lacking broadcast service in the light of a growing and mobile population, and estimates the costs of serving them on a priority basis, taking into account per capita costs modified by language and geographic distribution. Of the communities of 2,000 or more without television service, some 72 would tend to fall within the direct responsibility of the Corporation while the CBC is holding discussions with affiliates about another 34 communities and possible affiliate plans for covering them. In radio there are 78 communities of 500 or more people not receiving CBC national network daytime radio service.

Extension this Year

CBC and affiliates improved coverage this year as follows:

FACILITIES	LOCATION
<i>Radio:</i>	
Low Power Relay Transmitters—CBC	Sable River, Larry's River, N.S.; Sept-Iles, Port-Cartier, Schefferville, Gagnon, P.Q.; Kapuskasing, Vermilion Bay, Ont.; Christina Lake, Squamish, B.C.; Fort Simpson, N.W.T.
Increases in power—CBC	Yellowknife, N.W.T.
Private stations taken over by the CBC	An F.M. station in Winnipeg; an A.M. station at Schefferville formerly operated by the Iron Ore Co. of Canada.
<i>Television:</i>	
New network relay stations and rebroadcasting stations—CBC	Deer Lake, Port Rexton, Marystown, Placentia, Nfld; High Prairie, Alta.
Affiliates and independent groups associated with affiliates	Murdochville, Mont Blanc, Grand Vallée, Outardes, l'Anse-à-Valleau, Malartic, P.Q.; Haliburton, Bancroft, Hearst, Ont.; Meadowlake, Sask.; Hudson Hope, Bullhead Mountain, Bralorne, Cherryville, Hixon, Quesnel, Nass Camp, Juskatla, Port Alice, Camp Woss, Nimpkish, B.C.
Improvements to power, antenna, height, etc.—CBC	Liverpool, N.S. and its associated stations at Shelburne and Yarmouth.
New affiliate station	Churchill, Manitoba.

(Note that in television *network relay stations* and *rebroadcasting stations*, and in radio *low power relay transmitters*, all means of rebroadcasting network or station programs with no local production.)

In addition, two new bilingual television stations were established and operated by the Iron Ore Company of Canada, licensed in Labrador City, Nfld., and Schefferville, P.Q., on the condition that they take only CBC programming. This will establish a new pattern of public-private partnership, bringing television to remoter communities.

With the extension of separate French and English network feeds to Schefferville, the LPRTs at Labrador City and Wabush which previously broadcast bilingual service were connected full time to the French and English networks respectively.

Affiliate Agreements

Agreements between the CBC and private affiliates set down the minimum number of hours of the national service that affiliates must take. A new two-year television agreement running till September 1967, includes for the fall and winter period 40 hours and 43 minutes on the English network, 40 hours and 10 minutes on the French network. The next agreement comes up for renewal in the fall of 1966.

In fact, the average affiliated station takes more than the required minimum.

TABLE F

Average hours of network programs in a winter representative week taken by an affiliate (with minimum hours shown in parenthesis)

	RADIO	TELEVISION
ENGLISH	(25) 30	(41) 48
FRENCH	(27) 44	(40) 71

The much smaller number of French language television stations than English makes it practical to buy French network rights for feature films rather than just local Montreal rights. These network films, plus certain public affairs and educational programs, are important particularly to certain French language affiliates which are specially dependent for their program on network service.

CBC F.M. Stations

The CBC now has English language F.M. stations in Ottawa, Montreal, and Toronto — forming a network — plus Vancouver and Winnipeg supplied by tapes. However, the Corporation believes its present F.M. transmitters are quite inadequate and must be replaced by full power facilities in stereo, and that this standard should then prevail for all additional transmitters acquired by the Corporation. CBC also has a French language station in Montreal and has applied to establish and operate a French-language F.M. station in Vancouver.

TABLE G

Radio and Television households in Canada*

As of January 1, 1966	NUMBER	PERCENT OF TOTAL HOUSEHOLDS
RADIO (A.M.)	4,783,000	96.6
RADIO (F.M.)	1,292,000	26.1
TELEVISION (BLACK AND WHITE)	4,619,000	93.3
TELEVISION (COLOR)	55,000	1.1

*Does not include the Yukon or the Northwest Territories.
Source of Data: CBC Statistics Department and A. C. Nielsen Company.

TABLE H

CBC Network Coverage in Canada
Radio and Television composite,
English, French Population
as at March 31, 1966

COMPOSITE NETWORK		ENGLISH NETWORK		FRENCH NETWORK	
Total Popu- lation Covered (English and French)		Official Language ... English only plus Bilingual Population Covered		Official Language ... French only plus Bilingual Population Covered	
Number	%	Number	%	Number	%
RADIO (AM)* 19,540,000	98.4%	15,440,000	98%	5,880,000	94%
TELEVISION** 18,890,000	95.1%	14,720,000	93%	5,540,000	89%

*The statistics are based on the daytime service areas of all CBC owned stations, affiliated stations, low power relays, rebroadcasting stations, and Northern Service stations, in operation or recommended for approval by the BBG before April 1, 1965.

**The statistics are based on the A & B service areas of all CBC owned stations, affiliated stations, network relays, and rebroadcasting stations, in operation or recommended for approval by the BBG before April 1, 1965.

Government
Publications

facilities and techniques of program production

Any broadcasting organization, whether publicly or privately owned, requires a close partnership between aesthetic, technical, engineering, and organizational factors. The problem is to reconcile these elements, any one of which run wild can throw the rest out of kilter. Brilliant program ideas that outstrip technical facilities are useless; so too are plans for programs or technical and engineering facilities which cannot be fitted into the overall budgets. This section considers some of the engineering and technical development of the Corporation during the year.

Color Television

The government announced during the year that Canadian stations could apply to the Board of Broadcast Governors for licences to broadcast in color, and authorized the CBC to convert certain network facilities to color at a maximum capital cost of \$15,000,000.

Since the start of television in Canada, the Corporation has kept color television in its plans and with the government announcement these plans went into effect. English language regional stations carrying network color programs in the fall will be Vancouver, Edmonton, Winnipeg, Toronto, Montreal, Ottawa, and St. John's Newfoundland, along with virtually all affiliated stations (Halifax may be delayed due to technical problems.) CBC French network stations carrying network color programs will be Quebec City, Montreal, Ottawa, Moncton and Winnipeg, along with most of the affiliates. Commercial network relay stations and rebroadcasting stations serving smaller communities are not included in the present phase of color conversion. With the government announcement, the Corporation appointed a Color Co-ordinator, the Engineering Department began the complex process of drawing up specifications for the necessary equipment and securing the required governmental authority, half a dozen future instructors were sent on color courses so they could train other technicians at the training school at Engineering Headquarters and at two temporary training studios in Toronto and Montreal, and a travelling seminar began preparations to tour the country demonstrating color techniques and color psychology with CBC cameramen, designers, producers, and others whose work is affected by color.

The seminar was also open to personnel from advertising agencies, freelance cameramen, and from private stations — both affiliated (47 attended) and non-affiliated (more than a dozen attended) — indeed co-operation among all people involved in color television, including those normally considered competitors, has been a feature of the exciting task of introducing color to Canada.

By the end of the year, the CBC training program was well underway, much of the equipment had been ordered with some installation begun, while programming plans were for the English network to carry some 30 hours of programming each week — roughly a third of it Canadian produced — and the French network to carry 15 hours a week most of it Canadian produced. (The discrepancy in the hours of the two networks lies in the fact that the French network has a very much more limited supply of imported color programs to choose from, while the American programming available to the English network is almost all in color.)

Production Techniques

The CBC uses a variety of techniques to produce and record its programs. Basic of course is the electronic camera which is used in the majority of CBC productions, either in studios or on remotes. Television cameras are often used live, of course, but in recent years the video-tape has added greatly to their flexibility. Video-tape allows more efficient use of studio and other facilities by enabling taping at convenient

times rather than solely at air-time, but more important, it allows interesting new techniques, like the instantaneous play-back of scoring plays in hockey. This year brought yet another dimension to television drama when several programs, notably *Mr. Member of Parliament*, were produced outside the studio and recorded on video-tape.

The third major way of producing programs for TV is on film. For many years, of course, the CBC has produced first-class film documentaries while the French network has had considerable experience in filmed drama with its *feuilletons*. This year, the English network took significant steps with drama on film in such programs as the British Columbia produced *Cariboo Country* and some Toronto produced episodes of *The Serial*. The development by the Corporation of a special, light-weight, transistorised camera to improve the quality of "off tripod" shooting added greatly to the sense of immediacy and to viewer identification; for instance, in *Tell Them the Streets Are Dancing*.

The French and English television networks each broadcast 30 one-hour episodes of *The Seaway*, a series produced by a Canadian Company, Seaway Films Ltd., in association with Associated Television Limited of England. This series, which developed satisfactorily during the season, was the largest single film undertaking in this country so far.

Engineering Development

The Engineering Department must constantly review facilities across the country, overhauling old equipment and installing new, and planning for future developments.

Some of the projects arouse special interest, like the conversion to color, or the extension of the networks by constructing new stations or the construction of the International Broadcasting Centre at Expo 67. But equally important was the completion of the new TV studio and office building at St. John's, Nfld., and a similar project underway at Quebec City; the new TV services building completed at Ottawa; the replacement of obsolete technical equipment in a radio and a TV studio in Toronto; the new lighting control equipment installed in Halifax studios; the new film processor at Toronto, and the stand-by power generator at the CBUT — CBU-FM transmitter site in Vancouver. — These constant changes and overhauls make good broadcasting possible.

International Broadcasting Centre

At the invitation of the Canadian Corporation for the 1967 World Exhibition, Montreal, the Canadian Broadcasting Corporation is constructing, and will staff and operate, an International Broadcasting Centre at Expo 67. Funds for the Centre come from a special government allocation. The building will include one large and a small television studio both equipped for color, and six radio booths. Construction began in April, 1965, and the centre was completely enclosed by March 31, 1966. The building will be occupied in late summer or early fall, and should be in operation by January 1, 1967.

The International Broadcasting Centre will be the agency through which broadcasters will have their program requirements met, get their questions answered and their locations round the fair cleared in advance. Although the Centre is planned, staffed and operated by the Corporation on behalf of Expo 67, the CBC networks will have to share its use with many others. Canadian privately owned stations have requested studio booking and equipment allocations. Australia, Japan, Britain and France have said they will send broadcast teams to reside in Montreal and use the facilities for the full season, and teams from Mexico, Barbados, Trinidad and Tobago will use them for part of the season. By March 31, about half of the countries involved in Expo 67 have said they intend to use the facilities in one way or another.

An organization change for the administration of personnel and administrative services in the Corporation brought up a Vice-President, Administration, the responsibility for personnel administration, staff training, industrial relations, administration of the pension plan, and office services. The year brought new undertakings and revealed some new trends for the management of personnel and industrial relations in the Corporation.

Training and Development

The Corporation began a formal program of development of job skills and of managerial training across the Corporation with the development of an initial 5-year plan scheduled to begin in 1966-67. This activity will involve more specialized training for supervisors throughout the Corporation, and to establish formal training programs in all phases of professional endeavour.

Pension Plan

An employee committee was set up to consult with the Corporation in modifications and improvements to the pension plan.

CBC and the Unions

The CBC, which is subject to provisions of the Industrial Relations and Disputes Investigation Act, deals with five unions, representing approximately 75% of total staff.

Performers, authors and musicians are not "employees" within the term of the Industrial Relations and Disputes Investigation Act. The Corporation, however, has recognized talent unions when dealing with artists in categories represented by the Unions. Administration of the agreements is generally on a national basis, except that performers of French expression have separate agreements with the Corporation in the French language. Rates and conditions are similar to those negotiated with the Association of Canadian Television and Radio Artists. (ACTRA).

Talent Relations

The increased use of Canadian talent in the CBC's English networks program schedule became an issue in the negotiations for the renewal of contracts with the Association of Canadian Television and Radio Artists. ACTRA wanted a specific commitment of funds by the Corporation for this purpose. The question was definitely one of mutual concern between performers and the Corporation, but the ACTRA representatives created a new issue by insisting on including this matter in contractual commitments.

This created a critical situation which on several occasions threatened to become a work stoppage. The Corporation's recognition of the need to increase the use of Canadian performers and writers in the schedule, decided to spend an additional sum of \$850,000 for this purpose in 1966-67 and informed ACTRA accordingly. Unfortunately, the question of contractual guarantees on the matter apparently remained the primary issue for ACTRA, and not till the end of the year was the issue resolved when the Corporation confirmed by writing an outline of the changes in the schedule planned for 1966-67. Thus, the performers and writers had received assurances of increased work opportunities for 1966-67 outside the framework of collective bargaining while leaving the Corporation the flexibility and latitude it needs in the development and the planning of its program schedule.

Industrial Relations

A significant development in labour relations was the request for Quebec-based locals of nationally certified bargaining units to bargain as separate entities with the Corporation.

on a regional basis. This development was not limited to the Corporation but also involved the railroads.

For instance the CNTU, a Quebec-based federation of labour, applied to the Canadian Labour Relations Board for certification to represent the Corporation's employees presently in the IATSE bargaining unit. At the end of the year, they were in the process of filing a similar application on behalf of the employees of the Corporation in the French networks' newsrooms. In both cases, the employees concerned were covered by nationally certified bargaining units. The first application was rejected by the CLRB, and the hearing on the application on behalf of the newsroom employees had not taken place by the close of the year. However, the question had aroused sufficient attention that the Canadian Government was considering a study of the question of principle raised by the possible fragmentation of these unions into regional entities.

Simultaneous Translation

Last May, the Corporation began a simultaneous interpretation service at all meetings between the Corporation and staff unions, thus removing a major stumbling block to effective communication between the two language groups at the bargaining table. It is believed this is the first time in Canada that such a system has been used on a continuing basis in labour relations.

Technological Change Committee

Throughout the year, the Corporation was actively engaged in a joint study of technological change in broadcasting with one of the industrial unions, the National Association of Broadcast Employees and Technicians, and with the Canadian Department of Labour. This agreement, first to be signed involving a major organization such as the CBC under new federal legislation, sets up a committee to study technological change and its effects; for instance, the need for re-training or relocation of staff.

programs sold and unsold

CBC gross revenues from commercial activities on works and stations this year were \$33,562,816. Of \$4,590,870 went to privately-owned affiliates carrying the work service and another \$3,944,840 went in commission to the agencies placing advertising with the CBC and originating networks, leaving \$25,027,106 to the CBC for operating purposes.

The breakdown of gross revenue among the four networks and the member stations which carried advertising (the network does not) were as follows:

TABLE I

Gross Advertising Revenue

	THIS YEAR	LAST YEAR
English television	\$23,612,495	\$22,923,137
English radio	1,290,239	1,251,334
French television	7,532,403	7,943,900
French radio	1,127,679	1,089,679
Total	\$33,562,816	\$33,208,050

A decline in French network television sales reflects the competition from non-CBC stations in Montreal and Quebec City which together serve an area in which is concentrated some 85% of the television homes in the Province of Quebec. The wide-ranging analysis of French network programs discussed on page 36 of this Annual Report is in part designed to facilitate program sales. The Programming Section of this Report discussed at length the appeal of the programs, pointing out that the content of the program helps greatly to determine the size of the audience it is likely to draw. On television, *The Nature of Things*, *Festival*, *L'Heure du concert*, *Le Professeur Guillemin*, and most evening CBC radio programs, pitch themselves at a level unlikely to interest most sponsors who — with some exceptions — aim primarily at getting their message to as many people as possible at minimum costs.

Other factors as well affect audience sizes: the day and time a program is broadcast; the type of program preceding it in the schedule; the type, popularity and number of programs competing with it. But considering a program's content only, the network schedules from a commercial point of view can be broken down into three types. First, programs which by its own policy decision the CBC will not sell. These include all newscasts, programs involving controversial opinions, consumer information, etc. Certainly the late evening new bulletins could easily be sold were they made available, but the CBC maintains that news, public affairs and similar programs must not only be free from any external influences but must not even appear that they could be so influenced.

Secondly, some programs such as *Festival* and *L'Heure du concert*, though salable by policy, are nevertheless unlikely to draw an audience of a size that would interest most sponsors except under special circumstances. (It should be noted that this is not a working category used by the CBC Sales Department, but merely an explanatory concept.)

Lastly, some programs are both salable by policy and likely to draw a large enough audience to interest a sponsor.

The breakdown of this year's television schedules throughout the peak broadcast season (September 15, 1965 to March 1966) is given in Table J, page 61.

TABLE J

Program Salability

	DAYTIME From start of network service until 6 p.m.		EVENING From 6 p.m. until close of network service	
	English TV Network	French TV Network	English TV Network	French TV Network
1) Programs not available for sale	30%	20%	31%	31%
2) Programs available for sale but considered by the CBC as unsalable per se*	49%	65%	7%	28%
3) Programs available for sale and considered to be salable per se**	21%	15%	62%	41%
Percentage of sale of programs in Category 3 during this period	90%	23%	94%	58%

*Considered unsalable because of their content, their specialized audience appeal and/or their position in the network schedule.

**Considered salable having regard to their content, the breadth of their audience appeal and their position in the network schedule... but without regard to such factors as the commercial competition of other television stations, the audience appeal of alternative programs available to TV viewers in many areas, the difference in the geographical distribution of the population served by the English and French TV networks or the many variations that exist among Canadian manufacturers as to the distribution and allocation of their advertising budgets.

NOTE: The French network carries feature films in the afternoon and late evening whereas stations on the English network purchase and broadcast these films locally. Percentage comparisons between the two networks must always take this into account.

Afternoon Sales

A new development on the English network came in afternoon sales. In previous years sponsors have shown some interest in sponsoring cartoon and adventure programs in the afternoon, but little interest in programs for adults. However, in September of the current year three serialized dramas were sponsored in the early afternoon, Monday through Friday, on the CBC's nine English language stations.

Prestige Programs

Not all sponsors always want the largest possible audience; some are prepared to sponsor "prestige" programs. We have on several occasions in this Report taken *Festival* and *L'Heure du concert* as examples of programs not likely to attract audiences large enough to interest most sponsors, yet the Trans-Canada Telephone System has sponsored several programs on both series. Similarly, the Canadian Life Insurance Officers' Association sponsored on both networks programs in the *Canada 99* series, while the Aluminum Company of Canada sponsored three 90-minute dramas on the French network's *Soirée au théâtre Alcan*.

Such examples deserve public acknowledgement in this Report. But they are rare, and the commercial facts of life remain that all but a very few advertisers must plan solely in terms of the number of people watching their program, and the amount of money they must pay to reach those people. For these reasons, a high proportion of CBC programming is not realistically salable, and cannot be made so without seriously affecting the CBC purpose.

Incentives

In an effort to ensure that, within its mandate, no way of increasing sales remained unused, the CBC last year instituted commission plans for salesmen in Toronto and Montreal, which proved successful. As a result, similar sales commission plans included regional salesmen, effective April 1, 1966.

Nevertheless, it remains that though every effort w made to improve certain areas of sales over the next few any gains achieved cannot be a high percentage of the present volume, and could be more than off-set by a nece increase in the amount of Canadian programs at what we called the middle level of programming. (See page and 30ff.)

comments by the
canadian broadcasting
corporation
on the report
of the committee
on broadcasting
1965

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introduction

The future of broadcasting is of fundamental importance to the future of Canada. This has governed the Corporation's appraisal of the Report of the Advisory Committee on Broadcasting.

In an approach akin to that taken by the Committee, the Corporation has devoted most of its comments to those things it finds wrong rather than those it finds right. The Corporation, like the Committee, sought the greatest possible improvement in broadcasting and especially CBC broadcasting.

While some differences of opinion were inevitable, the unanimity of view on matters of broad principle and basic objectives is practically complete.

There is further extensive agreement as to where improvements are needed.

There are marked differences of opinion as to how these improvements may best be made and the amount and source of funds required to make them. These aspects of the Report have necessarily received our closest attention.

As trustee of the national service, the Corporation will be required to carry out those changes in the national service which may be sanctioned by Parliament or Government. This has compelled us to examine every proposal in the sometimes harsh light of practicability.

We have found serious omissions and inconsistencies between the goals sought by the Committee and the recommended means of achievement. Wherever we have disagreed with these means, we have tried to suggest an alternative and practical solution to a commonly agreed problem.

In the critically important area of "programming", the Committee justifiably urges improvements but also states the Corporation has reached a level of excellence which, in many respects, "compares to advantage with programs produced anywhere in the world".

It is to the area of "housekeeping", rightly referred to as "secondary", that the Committee devotes most of its report. The Corporation intends to correct expeditiously internal weaknesses which exist in this area.

On the broader question of administration of the Canadian broadcasting system, we disagree with the Committee's recommendation to vest vast power of communications control in one person. The Committee's views have led us to ask whether Canadian broadcasting has now developed to a point where the responsibility is too wide, the structure too great and too firmly established for but a single public agency. Our comments are found in more detail within this report.

The Corporation is prepared to provide additional comment or information to those charged with further responsibility in this matter and officials of the Corporation are available for consultation at any time.

RADIO - TV MAGAZINE 1960 SURVEY OF C.B.C. RADIO AMATEURS

Call letters: Name:

Mailing address:

1. CBC: Occupation:

Location: Years with CBC:

2. AMATEUR RADIO: Licensed since 19 . . . Past calls held:

a) Home Station: Main Transmitter: Watts:

Main Receiver:

Main Antenna:

Type of Emission: C.W. 'PHONE S.S.B.

Meter Bands (check which): 2, 6, 10, 15, 20, 40, 75-80, 160

Are you equipped with 'phone-patch facilities: YES NO

b) Mobile Unit: Transmitter: Watts:

Receiver:

Antenna:

Type of Emission: C.W. 'PHONE S.S.B.

Meter Bands (check which): 2, 6, 10, 15, 20, 40, 75-80, 160

3. OTHER HOBBIES:

4. Remarks, Suggestions, Other Information:

Date: Signature:

Please fill in this form and return it as soon as possible to your local correspondent (see Page 1 of any RADIO-TV issue) or mail it directly to:

The Editor, RADIO-TV Magazine,
CBC, P. O. Box 806, Ottawa.

fundamental principles of broadcasting

There is wide agreement between the Corporation and the Committee as to the fundamentals of Canadian broadcasting.

The Committee has expressed well and forcefully the Canadian desire for a responsible and free broadcasting system which will produce program services of variety, balance and quality.

However, it has largely failed to produce concrete and practical suggestions which would enable Canada's broadcasters to better implement national broadcasting objectives of long standing. The Report fails to link basic principles with practical means of achievement. This view is expanded in following sections.

There is some difference of opinion, or perhaps emphasis, between the Corporation and the Committee on certain aspects of the fundamentals.

The Principal Functions of Broadcasters

The Committee expressed agreement with the Fowler Royal Commission of 1957 in assigning four principal functions to broadcasters: to inform, to enlighten, to entertain and to sell goods.

It has been Corporation's policy to recognize the importance of advertising and to provide access to national audiences by advertisers. However, the sale of goods is regarded as a secondary function which must not be allowed to interfere with the primary objectives of good and balanced programming. That is why the Corporation recommended to the Committee that there be a reduction in CBC's commercial business. An assessment of the Report has brought no change in Corporation thinking on this question.

Role of Radio

The Report classifies the role of present-day radio as being "complementary" to television.

The Corporation's view is that radio is and should continue to be a self-contained medium; that while program emphasis may well change from time to time, radio must continue to be a complete service and not be relegated to a complementary role in which it performs only those things which television does not or cannot do well or economically. Radio is a major medium in its own right.

Bolder Programming

One of the first assertions of the Committee is that "*public and private broadcasters should be less timid*" and "*...broadcasters must be courageous, consistent and bold...*" in their program policies. The Corporation fails to understand the Committee's purpose.

Does the Committee believe CBC program policies are too timid; in public affairs, in drama, in news, or in any facet of our program schedules? If so, is that view shared by Parliament? by the Government? by the public?

The Importance of "Housekeeping"

The Report states "*The only thing that really matters in broadcasting is program content; all the rest is housekeeping*". Through this and other oversimplifications the Report implies that broadcasters give an undue amount of attention to the "housekeeping" and not enough to the "program".

The transcendent importance of program content is not belied by essential attention to all those things which make programs possible. It is significant that the Committee devoted some eighty percent of its Report to criticizing the quality of CBC's "housekeeping".

Broadcasting cannot separate program content from "housekeeping" as the Committee has done. They are indivisible in too many ways. The importance of program content rests in the fact that the end objective of everything in broadcasting is the program. But "housekeeping" is hardly the correct term to describe the extremely complex ensemble of all the varied human talents and of the physical and financial resources which have to be brought into co-ordinated play to achieve the end objective. "Housekeeping" includes policy, management, planning, staging, design, wardrobe, properties, financing, studios, offices, transmitters, network facilities and dozens of other activities which precede the broadcast. There is an absolute interdependence between program people, engineers and administrators which is not reflected in the Committee's approach.

The Responsibilities of Broadcasting Stations

The Committee believes that every broadcasting station in Canada should be given national, regional and local responsibilities.

The Corporation believes the public benefits most when the public and private sectors are given specific and differing broadcast goals as their primary responsibility.

The difference in approach is one of degree and appears to stem from the practical approach of the Corporation and the theoretical approach of the Committee.

The Corporation's position is stated in some detail in the CBC brief to the Committee which was reported in the 1964-65 Annual Report. Briefly, the Corporation believes that:

- a) the CBC's primary responsibility to the public is the provision of a national broadcasting service.
- b) the private broadcasters' primary responsibility to the public is the provision of community or local service.
- c) both CBC and private broadcasters, having discharged their primary responsibility, should then be encouraged to engage in all areas of broadcast interest, including international, national, regional, provincial and local.
- d) it is impractical for financial reasons to demand or require a threefold national, regional, and local service from all stations.

CBC "Must be Paramount"

The Corporation concurs with the Committee's view that the CBC is the essential element of the Canadian broadcasting system and that in maintaining and developing unity, in creating a distinctively Canadian national service, the CBC has a primary responsibility which must be recognized in any conflict with other broadcasting interests.

However, we must note the importance of private stations to the system generally, as outlets for the national service, and specifically, in connection with the many essential community services which they provide. While the Report did not stress this aspect of private broadcasting, community activity constitutes a vital service which must be maintained and in which, under some circumstances, private station needs may be paramount.

Achieving National Objectives

The Committee has placed undue emphasis on the technical achievements of Canadian broadcasters. While "the physical development of the Canadian broadcasting system has been a technological triumph" the Committee has permitted this fact to obscure the very real parallel achievements in program development.

In the Corporation's view, its program achievements must be considered at no less

a level than its technological "triumphs". The "Focus" and "Heure du Concert" programs of yesterday can in no way compare with the "Festival" of today or the latest CBC Emmy Award winning opera "Le Barbier de Séville".

Technical progress can be easily measured while rising program standards cannot.

The Corporation believes the Committee has also overlooked the fact that, on the basis of all programs available within the overall Canadian system, the Canadian audience is better served with a wider choice of good programs than the audience of almost any other country in the world. We agree with the Committee that we should continually strive for improvement and that there are shortcomings, including Corporation shortcomings. At the same time, we urge that the program achievements of the Canadian system be recognized domestically as they are in fact recognized internationally.

In the last year, Corporation programs have won:

Television Opera: The American Emmy Award for the best international production, the CBC French Network's "Le Barbier de Séville".

Television Drama: The Genoa Prize for the English Network production of "The Open Grave".

Television, Light Entertainment: Montreux — La Rose d'Argent for "The Wayne and Shuster Hour".

Radio Documentary: The Alexander Graham Bell Award (1965) for "The Silence Barrier", produced by CBC Halifax.

Television Documentary: International Film Festival, Montreal and Vancouver, for "Summer in Mississippi".

Radio Documentary: The Italia Prize for "Rendezvous with Death" produced by CBC Vancouver.

Television Documentary: The Commonwealth Film Festival Award at Cardiff for "Summer in Mississippi".

Radio: The Governor of Tokyo Prize for "Old and New Dimensions of Democracy" (from Massey lectures) as best international radio adult education program in the last two years.

Radio, Light Entertainment: Sopot "Festival international de la chanson", top prizes for best song, best star and best interpretation, to Montreal's Monique Leyrac (sponsored by CBC).

In addition, CBC programs were accepted for presentation at a number of international festivals, while CBC again won a number of awards at Ohio State University.

Other Fundamental Principles

We have already expressed our concern with the commercial philosophy of the Committee and further emphasis will be laid on this vital question of principle in following sections of this brief.

We agree with several other basic principles underlined in the report, amongst which the following appear to be the most important. "The provision of varied, well balanced, and excellent program services by both publicly owned and privately owned radio and television stations is the primary task of all broadcasters". (Page 3)

"Mediocrity and triviality are more damaging to Canadian television and its audiences than an occasional controversial program". (Page 31)

"...four fundamental objectives for its national broadcasting system:

— the public should be offered a wide and varied choice of programs;

— all programming should be of high quality;

— broadcasters should be responsible for the great influence of their programming on individuals and on society;

— broadcasting has national responsibilities and must awaken Canadians to Canadian realities". (Page 17)

the canadian broadcasting authority

In the Corporation brief to the Advisory Committee on Broadcasting, it was stated that "the Corporation can efficiently serve the public interest as a national broadcasting service under a properly established one or two-board system". The Corporation further "notes the necessity of clearly establishing areas of responsibility and lines of authority as between the component parts of the system".

The Corporation does not regard the Canadian Broadcasting Authority as proposed by the Committee to be "properly established". Furthermore, the proposal is so inadequate that it is difficult, if not impossible to judge its practicality. The Corporation would note that successful implementation of such a proposal will inevitably rest not only on the soundness of its concept but also on proper and practical organization; thus working details are as important as the concept itself.

Organization of the Authority

The Report gives "Czar-like power" to the Chairman of the Authority. Page 113 of the Report, in outlining the Chairman's responsibility, states:

"He should be responsible for all the functions of the Authority, assisted by the fourteen part-time members and by an adequate staff and facilities. He should be primarily responsible for developing broadcasting policies for both publicly-owned and privately-owned stations and networks, and for ensuring their execution".

Surely it is the full Board which should have this tremendous responsibility. The Corporation finds the delegation of such power to one man to be unacceptable in either principle or practice. It would constitute an unprecedented departure from the traditional Canadian approach in the allocation of discretionary power.

In order that a single Authority might cope with the tremendous volume of work entailed in the administration of the system, the Committee proposes that the Authority establish three sub-committees from its membership. One would deal with licensing, the second with CBC and the third with private stations.

Some device such as this would be necessary to divide the work load into manageable proportions. For its part, the Corporation does not believe a small three or five-member Committee would be adequate to meet CBC needs. Under any one-Board system, that Board must necessarily be the Board of the CBC. Its responsibilities and duties must encompass those presently discharged by the CBC Board of Directors and thus be accountable for every aspect of CBC policy, operations and administration. These responsibilities require a Board with adequate cultural, geographical and occupational representation. The Corporation is now served by a Board of 11 directors. Only four years ago, it requested that the membership be increased to 15, mainly to remedy a lack in its French

language representation while maintaining proper representation from the English language areas.

Another problem lies in the imprecise demarcation of lines of authority from the proposed CBA to others. It is not difficult to envisage two separate lines of authority from CBC to CBA; one from the CBC Chief Executive Officer to the Chairman, the second from the CBC Chief Operating Officer to the CBA sub-committee.

The foregoing and other considerations have led us to seriously ask whether Canadian broadcasting has now developed to a point where the responsibility is too wide and the structure too complex and too firmly established for a single public agency.

A Two-Board System

The Committee condemned a two-board system and made no attempt to examine possible remedies for the recognized shortcomings of the kind of a two-board system we have had since 1958.

The Corporation agrees with the expressed views of the Chairman of the BBG and the President of CAB that if the current legislation can be clarified and the roles of all broadcasting components amplified in a White Paper, the present two-board system can be made to work well. Important modifications will be necessary but these would be much less extensive and less difficult to achieve and maintain than those implicit in the Committee's CBA proposal.

In view of this, the Corporation wishes to reaffirm its recommendations with respect to a two-board system as contained in its brief for ease of reference. That

- a) *the CBC be served by a CBC Board of Directors of 15 members, ten from English-speaking and five from French-speaking Canada.*
- b) *membership include the CBC President and Vice-President and that 13 members be non-broadcasters.*
- c) *private broadcasters be served by a board to be known as the Private Broadcasting Authority.*
- d) *the CBC Board be the authority for the public sector and the PBA for the private sector.*
- e) *CBC and PBA alike be directly responsible to Parliament and report annually on their respective sectors.*
- f) *that DOT be empowered to establish a Planning Committee to deal with the long-range use of broadcast channels and frequencies and that CBC and PBA be members thereof."*

To which we would add these further suggestions:

That a permanent liaison Committee between the CBC and the Private Broadcasting Authority be established through legislation; to meet not less than four times annually; to deal with all matters of common interest and the exchange of relevant information conducive to the most effective operation of all broadcasting in the public interest; that membership comprise the Chief Executive, one part-time member and one other nominee from each group and that the Chairmanship rotate between meetings.

That means be found whereby any differences in interpretation of legislation affecting broadcasting be submitted to the Department of Justice for an opinion by which all concerned would abide.

In addition to the foregoing, broadcasting would also have the benefit of the deliberations of the Standing Committee on Broad-

casting, Films and Assistance to the Arts. This Committee is expected to include broadcasting matters in its annual agendas and will provide an important forum for the discussion of broadcasting policies.

It should be noted that any consideration of a two-board system has the added virtue of current support from virtually all broadcasters. Given time to thoroughly develop areas of responsibility through revised legislation and a reasonably comprehensive White Paper, there would appear to be no reason why the two-board system cannot be further refined and markedly improved.

General

The Corporation believes that no single board system can be made to work properly, or be a viable arrangement on a long term basis unless it has substantial support from within the private broadcasting sector.

The Committee's report overlooks this basic requirement as well as the strong stand taken by the private sector over many years in support of impartiality in overall administration of the system. It was these two factors which led the Corporation to suggest a kind of single board system within which it thought all broadcasters might work. (Details are included in the CBC brief presented to the Committee).

Now, however, in the light of the Committee's suggestions, which both the CBC and private broadcasters find unacceptable and impractical, the single board concept may have suffered a grave setback.

The Corporation would strongly urge that, whatever changes be made, the most serious consideration be given to means whereby the administration of the system will have a continuance of experience at both Board and senior Management levels.

The Corporation urges the closest possible joint consultation with CBC and private broadcasters prior to establishing the mechanics of whatever system may be selected. We cannot state too strongly that the success of any system will depend to a major extent on the practicality of procedures through which it functions.

The Canadian Broadcasting Authority, as proposed by the Committee, was not discussed with the Corporation nor with the CAB.

Whether the two-board system is to be continued or not the CBC, BBG and CAB should be jointly consulted with respect to clarification of legislation and the content of the proposed White Paper.

In conclusion the Corporation finds the several arguments advanced by the Committee in favour of the CBA unconvincing. The question of one board or two boards should be decided on practical grounds. Canadian broadcasting has already moved considerably away from the original single system concept and towards the ultimate separation of its publicly-owned elements. This separation may take years but any major move in the overall administration of the system, or systems, should be geared to the needs of the future and not to those of the past.

programming

General

The Corporation agrees with the urgings to develop more Canadian and higher quality programs; more variety; greater understanding between our main cultures; more Canadian news and opinion; greater use of talent to build up our cultural wealth; more public

service TV programs in the 6:00 p.m. to 11:00 p.m. period; greater exchange of programs between regions; increased attention to radio; more forward planning; annual program awards. Many of these ideas were suggested by the Corporation. This is not noted in the Report.

However, a major shortcoming is the Committee's failure to relate its proposals on financing to its proposals for program improvement such as outlined above. This disturbing factor is dealt with in the section on Financing.

In its obvious desire to call attention to areas which need improvement, the Corporation believes the Committee has oversimplified and inadvertently done a disservice to Canadian broadcasting.

The unqualified statement that Canadian broadcasting "should become mentally mature" is not justified. It recognizes the shortcomings while overlooking much fine work by the planners and creative people of the Corporation who consistently give Canadians some of most advanced and mature programming to be found anywhere. Immaturity and escapism in programming should not be confused. A more reasoned statement that current Canadian television contains too great a share of light entertainment would have the Corporation's full agreement and might perhaps have come closer to the Committee's intent.

The Canadian Reality

"The CBC has made an outstanding contribution to the development of Canadian culture both in French and in English". (Page 37)
"We believe the CBC has failed, and is failing today, to discharge adequately its duties to foster understanding between the two main cultural groups in this country". (Page 37)

There are few shades of color in the Report; it is a document of all blacks or all whites. Yet, Canadian life is not lived in such extremes.

On the basis of current program schedules the CBC is failing to meet adequately what has but recently become an urgent and increasing responsibility: to foster understanding between the two main cultural groups. This is unfortunately true.

To imply, as the Committee appears to imply, that the Corporation should have foreseen the developing Canadian crisis before it was recognized by our Parliament, our provincial Legislatures, our thought leaders, or Canadians of both cultures, is hardly realistic.

To disagree with the Corporation's analysis of why the CBC has not acted sooner is an understandable approach; to completely reject every CBC reason, as does the Committee, is unwarranted. The Corporation is taking steps to meet this relatively new responsibility but our past experience has shown that hasty or overzealous action in this respect can do more harm than good.

The Corporation regrets that the Committee did not call attention to the section of the CBC brief which deals with "The Canadian Reality" under the heading of "The National Program Service" and includes seven concrete steps which the Corporation has taken or proposes to take to further the understanding between the two cultures.

The above specific commitments follow from the development of Corporation policy as a result of changing conditions within Canada. These additions are underlined in the CBC brief under the heading "The CBC Role". They have been made part of the four basic principles which are the guidelines

and goals of the Corporation and which comprise the CBC mandate, subject to continued approval by Parliament.

This is a policy decision by the Corporation which will be implemented fully and as quickly as circumstances permit. Action has already been taken on several points.

The Corporation must also note that it is still essential for the CBC to continue its major contributions to the maintenance and development of the two separate cultures.

Program Quality

The Committee's general charge of program quality is inconsistent with the tremendous strides in program quality over the 13 years of Canadian television.

While the Committee examined television in the United States, France, Britain and Italy, its Report makes only one set of comparisons — that of the program "mix"; light entertainment versus information, arts, the sciences, etc. In this connection, the Committee does not bring out the fact that CBC English TV provides more hours of "Information and Orientation" programs per week than any of the British, American, French as well as other Canadian services. Considering peak viewing hours in this respect alone, CBC French TV is second only to France's TV service and ahead of the British, the American and the other Canadian services.

Other comparisons would have been helpful, but the Committee does not provide an assessment of CBC program quality in comparison with that of other countries. We believe Canadian broadcasting performance should be judged with that of other countries and in relation to resources. The Committee does mention, however, that comments received regarding "CBC programs were generally favorable, and in fact many programs produced by CBC — especially information programs, drama, and special reports — compare to advantage with programs produced anywhere in the world".

The Corporation found it difficult at times to distinguish just when the Committee was referring to television in general, Canadian TV, English or French, public or private. A clear distinction should be made.

Improvements can and will continue to be made in the quality of CBC programming. This has been the pattern for over thirty years and we will intensify our efforts in this direction. Quality programming stems from the successful coordination of many factors based on the abilities of all those who participate in programs. Integrated with the artistic requirement must be enlightened management, adequate financing, adequate production facilities, properly trained personnel and a common desire of all participants to work together toward a common goal: the best possible service for the public. Perfection in each of these requirements or in their coordination has never been attained in the CBC or anywhere else. It will continue to be sought. In absolute terms, Canadian performance today is good and the average level of quality is high; in relative terms, it is even better.

The Committee is right to urge an even better tomorrow. Unfortunately, in its commercial and financial recommendations for the CBC it does not provide the practical means necessary to achieve it.

Commercial Programs

and United States Imports

a) Television

The subjects of commercial programming and U.S. imports are treated together under the same heading because the two questions

are in great part interrelated, at least as far as English language TV operations are concerned.

There is agreement between the Corporation and the Committee concerning the need for a wider choice of programming and particularly Canadian programming, especially in the prime evening hours.

There is disagreement as to how this can be achieved.

The Committee holds that CBC can increase its commercial sponsorship of programs and at the same time provide more Canadian programs, more public service and more special appeal programs of higher quality.

It even argues that the higher the quality of programs, the larger the audience and therefore the greater their commercial value.

The Corporation disagrees. Everyone in the broadcasting industry disagrees. The Committee has made an impractical suggestion, based on the erroneous assumption that "quality" and "popularity" always go together in radio and television programming.

The desired program improvements can be made. But the Corporation must repeat its conviction that they can only be brought about, first, through a decrease in commercial requirements and, second, by replacing some imported programs with attractive Canadian productions. Both measures are essential and both require increased public financial support.

This is more than a serious area of disagreement. It is a major matter which involves total CBC financing and thus the Corporation's ability to carry out its responsibilities.

The Report lays considerable stress on reasons why the CBC should remain in the commercial field.

The Corporation agrees that present conditions do not warrant a complete withdrawal from commercial activity and has never recommended such a course of action.

The area of difference between the Corporation and the Committee is only one of degree, but it is a most serious one in practical terms. The Corporation still believes that it is not possible to achieve the much needed improvements in program quality, variety and Canadian content and at the same time increase commercial income over the present level of \$25,000,000 a year. The Committee contends that the Corporation can raise its commercial income by 50% to some \$37,000,000 by 1970 and still achieve the desired program improvements.

The decision must rest with those who provide the Corporation's funds and thus determine the general shape and scope of service.

Increased commercialization for the CBC, as well as for the private stations, means in the long run increased Americanization in the form of escapist type programming.

This fact of Canadian television life is particularly compelling for Canadian English language television and its dangers are already being felt in French language commercial operations also.

The Corporation believes there is a need to include selected television programs in its schedules from countries other than the United States in the interests of international understanding. At present, most international fare of this type consists largely of movies plus a few television entertainment series, much in the style of American programming. The Corporation is working towards a wider selection of international programming, in addition to that which it now carries in exchange projects such as "Intertel".

The Corporation and the Committee agree

that because of the Canadian taste for American light entertainment, coupled with not unlimited Canadian resources, there will always be a demand for a reasonable amount of this programming in Canadian television schedules.

The Corporation feels most strongly, however, that the present overdose of Hollywood syndicated films on Canadian television, particularly in prime time, is not serving the national purpose. According to the Report, the percentage of CBC's TV American imports are only about half those of the private stations in the same area. This is still far too much and incompatible with the primary objectives of the Corporation as an instrument of national purpose. Whatever merits the Hollywood TV output may have with respect to costs, commercial saleability and mass popularity, it obviously contributes nothing to Canadian self-expression or to the maintenance and preservation of Canadian identity. On the contrary, this saturation of Canadian television airwaves with Hollywood syndicated films greatly reduces the possibility of Canadian self-expression.

The Corporation has unsuccessfully urged the Committee and now must urge the Government and Parliament to provide it with the funds necessary to gradually reduce its Hollywood syndicated film content in the 8 to 10 p.m. period by at least 33% over the next five years.

This action would still leave Canadians with an excellent choice of popular U.S. series, with more than 40% of the combined CBC and private stations schedules devoted to American programs in prime time.

Canada has the professional know-how and the talent to attain this minimum degree of cultural sufficiency. To ask whether we can afford the cost of doing so is to ask whether we can afford to remain Canadian.

b) Radio

The Committee urges CBC to maintain and develop its commercial activity in radio.

The Corporation seeks a withdrawal to a point where practically the only CBC radio commercials would be those associated with programs available to the Corporation only on a commercial basis.

The Corporation rejects the Committee's view that *"CBC radio will be better, and more in touch with reality, if it continues to carry commercial messages..."* Commercial content in itself does not improve program content, except for those events which are only available on a sponsored basis. These are few in number.

Briefly, the Corporation's position is this: CBC radio can continue its commercial activity if the need for finances so indicates, or if the sale of goods becomes one of four basic aims of Canadian broadcasting policy as recommended by the Committee. The Corporation believes its radio program services can be made more attractive to many listeners through the elimination of spot announcement commercials. Listeners who do not object to the commercials would be unlikely to miss them on CBC while those who do not like commercials would rejoice.

The Corporation believes that the public would gladly pay an extra cent a week per home to eliminate spot advertising on their national radio service.

The total price tag for thus having the only North American radio network virtually free of commercial messages would be of the order of \$2,000,000 a year.

c) FM Radio

The Committee does not deal with the com-

mercial aspects of CBC FM radio.

The Corporation has already recommended that it remain non-commercial with the exception of desired programs which are available only on a commercial basis.

Regional Programming

a) Television

There are two facets to regional programming:

- 1) Programs produced by regional points for the national network;
- 2) Programs produced regionally for regional use.

There is full agreement on the need to originate more national English and French network programs outside the main production centres of Toronto and Montreal.

While it is perhaps possible to make limited improvements under present circumstances, a major change cannot be made so long as the Corporation is required to operate at its present commercial level. To follow the commercial formula proposed by the Committee would create even further difficulties, especially as advertisers prefer that most commercial programs be done in Montreal and Toronto.

A further problem is the financial inability of the Corporation to develop an appreciable number of regionally produced programs for regional use. It is largely through such programs that regional artists and production staffs develop their skills to network calibre.

The Corporation's first responsibility is to its national program services. Present resources do not permit an adequate amount to be diverted to the development of regional television services such as the Corporation developed in radio. This constitutes a gap in the overall broadcasting service which the Committee did not note.

The Corporation recommends, if the country can afford it, the provision of funds for the development of CBC regional television services to: (a) provide a needed service for the public and (b) to develop programs and talent for the national networks.

The Committee recommended greater exchange of non-network programs between stations and regions. This presumably applies largely to private stations.

For its part, the Corporation has an active exchange of regional television programs. In the first full year of its operation (April 1962 to March 1963) approximately 500 programs were exchanged between CBC stations under the auspices of CBC's exchange promotion. As the interest of the production centres increased, so did the number of programs available for exchange. Consequently, in the fiscal year ending March 30, 1965, the total number of programs exchanged between CBC stations reached 900; and in the four months ending this September, more than 700 such exchanges have been scheduled.

In addition, this program exchange is made available to privately-owned affiliates at a reasonable cost, and since its inception, 14 of these stations have scheduled a total of approximately 520 programs.

b) Radio

The Committee's recommendation that the Corporation engage in regional radio programming indicates a major oversight, perhaps stemming from the fact that its meetings were held only in Ottawa, Montreal and Toronto.

The Corporation has maintained an extensive regional network radio service for years encompassing regional newrooms, public affairs, school broadcasts, farm broadcasts, Neighbourly News, fishermen's broad-

casts, other services and general entertainment.

National Radio Policy

With respect to radio, perhaps the far-reaching recommendations of the Committee are found in the following extracts from their Report:

- 1) "It is no longer sufficient for the CBC to provide and distribute a common service across Canada; it must be just enough to supply a varied program in radio, taking account of different regional and local interests, and the special interests of minority groups". (Page 55)
- 2) "We believe that the trends of both private and public radio should alter and their lines of development should converge, and that they can never meet completely". (Page 27)
- 3) "...the uses of radio were not adapted to the change from a dominant to a complementary role". (Page 7)

Re (1): The Corporation finds this in conflict to some degree with the Committee's stand on CBC television: "That, during the next five years, no new CBC stations should be opened in centres that now have service...". (Page 84) Implementation of this television recommendation would keep the Corporation out of the provinces of Saskatchewan, New Brunswick and Prince Edward Island, thus making the development of an adequate Prairie or Maritime regional television service impossible; a service which the Committee deems essential in radio. This creates a double standard of CBC service — one for radio and another for television.

CBC owned stations are essential to proper distribution of regional service. Private station affiliates are finding it difficult to carry the present modest CBC National Program package. CBC owned stations are also necessary for the production of network programs, whether regional or national.

Re (2): The Committee refers here to the fact that CBC radio has continued to be based on schedules featuring complete programs in half-hour or hour segments, etc., while private radio has largely followed the so-called "magazine" concept whereby the full schedule is basically one program with inserts of brief feature material and news.

The Committee does not detail its statement and it is thus difficult to assess. If the Committee means that CBC radio should become more flexible to a degree, to do an even better job of reflecting Canadian life as it happens, then the Corporation is in agreement. This is what our people are seeking. We will, of course, retain a large percentage of programs as we now know them.

The Corporation does not agree with any concept of radio as being complementary to television in the sense that it should concentrate only on those things which television does not do or does not do well. The Corporation believes that both radio and television must be self-contained and offer full and balanced broadcasting service to their audiences. There will naturally be differences of emphasis.

Considering that, for hundreds of thousands of Canadians, CBC radio is the only broadcasting service they can hear, we believe that our present radio service is somewhat out of balance on the heavy side and should be lightened. On the other hand, if the Committee envisages a high degree of sameness being necessary for both public and private radio, we disagree.

The Corporation still holds that the Canadian public is better served, in radio and television, under a system whereby the public and private sector are assigned different pro-

mary responsibilities. This guarantees the public a wide choice of varied programming and service. A community served by a combination of CBC and private stations has service unequalled by any other combination.

Canadian Talent

The Corporation shares the concern of the Committee with respect to the fact that CBC payments to Canadian talent in recent years have not kept pace with the Corporation's overall increase in expenditures.

While the Canadian content of CBC programming has been maintained or increased, there has been an increase in the volume and cost of public affairs programs as well as the public's interest in them. Television, generally, has been following a trend away from major drama productions and variety, programs which formerly drew much commercial support and which used a great deal of Canadian talent. These factors, combined with rising costs and a lack of financial resources to produce more regional programming and to maintain major talent productions on the same scale as a few years ago have resulted in the present situation.

While the Corporation can make some adjustments within its present schedules the situation requires additional funds for Canadian program production in the professional talent areas. We will seek this in our next budget estimates, mindful of the commitment which the Corporation has recently made to the Association of Canadian Television and Radio Artists.

It is vital to note that payments to talent cannot be considered in isolation. It must be related to other associated costs. In television, particularly, fees can only be a relatively small percentage of total program costs. The real cost of increased talent usage is therefore much greater than that represented by the direct increase in talent payment.

Canadian Content

The Corporation agrees with the Committee that:

- a) *"True" Canadian content should be the yardstick;*
- b) *A Canadian content principle should be applied to radio on a proportionate basis. The Corporation would suggest full consultation with the public and private broadcasters;*
- c) *The system should include a realistic Canadian content requirement, tailored to the resources of the broadcasters.*

Programming in the Public Interest

The Committee refers to two documents, "Programming in the Public Interest", one dealing with television and the other with radio, on pages 219, 220, 244 and 267. These are important documents which illustrate the kind of national television and radio services which CBC should provide if it had the funds. They are a compilation of program goals toward which CBC has been working for some years.

The importance of the documents is recognized by the Committee in principle only. It makes no provision in its financial recommendations for their implementation.

The Corporation still regards these program improvements as highly desirable and will introduce them as funds for program improvement become available.

Morning Television

The Corporation believes any action with respect to the Committee's recommendation on morning television should be held in abeyance pending the firm establishment of the role of television in educational broadcasting. CBC comments on educational TV are made under a separate heading.

In the interim, the Corporation feels that morning television should be continued. We further believe that Canadian morning television, in areas where U.S. television is available, is necessary to prevent the loss of Canadian viewers for the rest of the day and to serve adequately certain segments of the Canadian audience, e.g., morning TV news and programs for pre-school children.

If Canadian private stations that have to face U.S. station competition did not consider it good business to operate in the morning, they would not do so.

The Committee lays great stress on the fact that Great Britain and other European countries have prohibited morning programming. Circumstances are not comparable with those in Canada. Approximately sixty percent of all Canadians are within range of American stations and their morning television programs. Great Britain and the European countries do not have a similar situation and can effectively decide not to have television service at certain times. This cannot be done in Canada. We cannot decide not to have morning television at all, simply because American television signals are present. We can only decide whether or not we need and want Canadian morning television. Canadian content is necessary in the afternoon and the evening. The Corporation believes it is also necessary in the morning.

Other Suggestions of the Committee:

Domestic Correspondents

The suggestion which is currently being implemented that the CBC appoint French news correspondents to cover English Canada for its French networks with a similar service to its English networks from French Canada was made by the Corporation, a fact not noted in the Report.

Neglect of Radio

The Corporation volunteered its view to the Committee that radio had been neglected due to the pressures of television. We also stated that this was being remedied through the Corporation's reorganization which is now well in progress. Program results on the English and French networks will be apparent this year with more to come in 1966.

The suggestion that CBC engage more vigorously in local radio programming is one of degree. It is something encouraged by the Corporation within limits imposed by resources and priority of responsibilities.

FM Radio

The Committee did not study nor forecast the future of FM radio.

The Corporation would thus only note that it continues to regard FM as still in the formative stage, its eventual role still unknown, its program schedules and formats as still experimental. The Corporation believes it should devote some share of its budget to a gradual but continuing development of its French and English FM services. The effect of the sale of color television sets on FM set purchases will be watched closely. Some years ago, the introduction of black and white television retarded a growing public interest in FM to an extensive degree.

Annual Broadcasting Awards

The Corporation believes this to be a good suggestion and will co-operate in every possible way with whatever agency is chosen to develop it.

Double Exposure of Programming

The Committee has suggested that the Corporation further develop its practice of providing "double exposure" of certain radio and television programs. The Corporation will do so wherever warranted but recognizes that the

practice of repeating a program on another day at a different time for a different audience will always be necessarily limited.

organization

In assessing the comments and suggestions of the Committee on CBC organization, it is first necessary to assess the organizational knowledge and the procedures on which it bases its conclusions.

The Committee, on page 133, makes it very plain that the internal organization of the CBC fell within their terms of reference "under several headings".

This being so, the Corporation was struck by this sentence taken from page 317, Appendix A, of the report of the Committee's consultants (financial advisors assisted by their associated firm of management consultants):

"On the instructions of the Committee we did not include a study of the Corporation's organizational structure in the work we carried out".

It thus appears that, on this major requirement of the terms of reference, the Committee elected not to employ outside experts in this field. Yet we would be surprised if any one of the Committee members would consider himself an expert on organization generally or on broadcasting organization specifically.

There are serious flaws in the Committee's report. One involves the manner in which the Committee utilizes the reports of the Glassco Commission and the President's Study Group to paint a completely black picture of CBC organization and management.

On pages 143 and 144, the Committee lists 15 points of similarity on criticisms made by these groups. These points of similarity might be expected, since the President's Study Group was appointed for the purpose of determining the seriousness of the broad problem reported on by the Glassco Commission. The PSG was also to recommend specific solution which the Glassco Report had not attempted to give.

The changes in organization initiated late in 1964 were designed for the express purpose of correcting weaknesses revealed by the Glassco and PSG studies and others which had escaped their attention.

The Committee does not list positive action taken by the Corporation as a result of these studies.

The Committee dwells at length on deficiencies already noted by the Glassco Commission and by CBC's own PSG study. The Corporation would have expected it to provide a considered analysis and assessment of at least the main features of the reorganization, initiated by Management late in 1964 and still in progress, to correct these deficiencies.

In the thirty pages devoted to "CBC ORGANIZATION" the Committee provides no such analysis and it is hard to find comments which are helpful. Its overall assessment of the current reorganization is expressed in short statements on pages 136 and 144.

"... we find that, in certain important respects, the measures adopted by the CBC in October 1964 were neither appropriate nor adequate".

"... We are convinced that much more comprehensive and fundamental changes in the organization are required if the CBC is to achieve greater efficiency and excellence, better cohesion and restoration of staff morale".

What exactly these "more comprehensive and fundamental changes" should be, the Committee does not say, stating instead:

"Certainly we cannot attempt to redraw the organization chart or define a suitable administrative structure for the CBC".

The Glassco Commission had arrived at the same conclusion three years ago (Vol. 4 p. 49): *"No blueprint for the future organization of the Corporation is submitted — indeed, its preparation cannot be undertaken before the future role of the organization has been settled".*

The Glassco Commission

This report made five specific recommendations plus 16 direct or indirect suggestions concerning the Corporation.

Of the five recommendations, the CBC has carried out three, taken action on the fourth and has found the fifth impractical to this point.

Of the 16 suggestions, six can only be implemented by sources outside CBC. Of the remaining 10, the Corporation has carried out seven in full, two in part, and has found one impractical.

The President's Study Group

This report contained 16 recommendations and seven suggestions for further studies.

Of the 16 recommendations, CBC Management agreed with seven in full, five in large part and disagreed with four.

Of the seven suggestions, Management agreed with seven.

CBC Management found the PSG report very helpful and action on most points has been taken or is being taken.

The major recommendation of the group — to centralize the direction and control of programming of the Corporation's four networks (English TV, French TV, French Radio and English Radio) together with broad corporate program planning and policy responsibilities under one senior officer at headquarters — had to be rejected as impractical.

The Committee, while justifiably praising the work of the PSG, also rejects this major recommendation. In its rejection (Pages 156, 157 and 158) the Committee does not identify the proposal as the PSG's major recommendation — a serious omission in the light of the importance given by the Committee to the PSG report.

The Need for CBC Reorganization

The Committee listed three goals as the object of its suggested CBC reorganization: (1) greater efficiency and excellence, (2) better cohesion and (3) restoration of staff morale. (Page 145)

"We found a widespread concern, both within and without the CBC, as to the capacity of the present organization to promote efficiency to avoid waste, and to maintain staff morale. From all the evidence we gained the impression that the CBC lacks cohesion, unity and esprit de corps. It lacks easy and confident internal communications. There is extensive complaint that it is over-burdened with a multiplicity of administrative procedures which obscure clear lines of authority and seriously delay and impede decisions" (Page 134)

The Report is evidently dealing here with criticisms, complaints and confidences expressed directly to the Committee by people inside and outside the Corporation.

Anyone attempting to assess the seriousness of this and other situations similarly treated in the Report, is hampered by not knowing exactly who appeared before the Committee, exactly what was said, what was opinion and what was fact, as well as the degree of im-

portance given these factors by the Committee — a fundamental shortcoming of all closed door hearings.

The Committee undoubtedly heard many views from within the Corporation — factual, theoretical and emotional; warranted and unwarranted; practical and impractical. The challenge is to separate the wheat from the chaff.

The CBC Reorganization

It is the Corporation's view that the Committee's impressions are true in part. Indeed, in October 1964, internal reorganization was started following authorization by the Board of Directors. This decision followed a three-day Board appraisal of the report of the President's Study Group and of management recommendations thereon.

Full consideration was given by the Board to the fact that the Committee was then still meeting and might suggest organizational changes.

Further consideration was given to this point when the Chairman of the Committee wrote to suggest a postponement in reorganization. The Corporation noted that the original timetable of the Committee would not be met, yet the need for change was urgent; delay could have the most serious consequences for CBC operations. This, coupled with the need for study of the report by the Government and by a Parliamentary Committee, and the time which would be required to implement any changes in legislation, indicated that the Committee's request entailed a possible delay of up to two years and not only "a few months", as suggested in the report. It was the opinion of the Board that the recommended changes in organization had to be made and could not be held in abeyance for any appreciable period; that the continued welfare of the Corporation was a pressing responsibility of the Board.

However, the Board saw no reason why further changes could not be made at a later date. To this end, the President was asked to write the Committee. He did so on November 2. It is unfortunate that the Committee's reference to that letter (page 136) is incomplete and inadequately reflects the Corporation's response to the Committee's request for delay.

Head Office

No fundamental changes in the existing Head Office organization are recommended by the Committee. In brief, they suggest or imply (a) a more formal division of authority and responsibility between the President and the Vice-President; (b) abolition of the position of Vice-President, Programming; (c) a change in the titles of the senior management group.

Re (a). This was done in the 1964 reorganization.

Re (b). The Corporation disagrees. Program responsibilities of the Corporation are primary and extensive and the assistance of one or more senior Staff Officers in programming is essential. The Corporation feels the Committee's stress on the importance of programming is in marked conflict with this recommendation.

Re (c). Titles have their own importance and use. There seems no valid reason in the Report for this recommendation, especially noting that all functions, except (b) are to be retained. The use of President and Vice-President titles is common throughout all large companies and public institutions in North America and makes it possible for other titles to conform understandably to comparable ranks in other industries. We

know of no substitute titles which would adequately express the function or degree of responsibility required of the senior management group. The nomenclature of *Directeur général*, basically a European term, is, for all practical purposes, unused in Canada.

The Committee makes several broader observations related to Head Office which require comment.

1) It is suggested the two senior officers be appointed by the proposed CBA rather than the Governor-in-Council.

Whatever administrative system may be selected, the Corporation is already on record as suggesting consideration be given to appointment of the chief executive officer by the Governor-in-Council for a specified period of years on the recommendation of the CBC Board or its equivalent. Remuneration would be established by the Board, thus assuring a more realistic salary structure within the Corporation.

2) *"The two senior officers of the CBC should both be familiar with the two official languages of Canada..."*

The Corporation agrees. It would note that the feasibility of making this a requirement at various levels within the Corporation is under study. A basic proviso is that time and opportunity be provided to unilingual staff of both languages for training in the required language, thus assuring continued equality of opportunity and retention of otherwise highly competent and experienced staff.

3) The Committee notes a need for (a) improved communications and (b) a flattening of the organizational pyramid.

a) The Corporation agrees wholeheartedly with this recommendation and internal communications are now being developed.

b) This requires further study. The aim of the suggestion is attractive but the implication of having a President or a Vice-President running the Corporation on a basis of instant decision through "studio-to-President telephone" is not practical. The Corporation believes there are other ways of achieving the same end. A good example is the new and streamlined handling of News and Public Affairs under CBC's October, 1964 reorganization which the Committee noted with approval. The Corporation agrees that lines of communication and decision must be kept short, within practical and efficient limits.

The Committee has certain specific observations concerning the group of senior officers other than the President and the Vice-President which warrant brief comment.

a) Lines of responsibility.

The Committee is in error when it states that all Vice-Presidents should report jointly to the President and the Vice-President. This is true of two only and is due to their two-fold responsibilities. There are seven others of whom two report only to the President and five only to the Vice-President.

b) Salary ceilings for the senior management group are too low.

The Corporation agrees. We are not competitive with private business at the senior level and can neither adequately remunerate highly qualified men from within the Corporation nor attract reasonably qualified people from without.

c) *"It is also a fact that the rapid development of television has not been reflected in the senior headquarters staff. There are some officers who had experience many years ago in radio but few, if any, with direct experience in the new and dynamic medium of television." (Page 153)*

This statement is hard to understand. There

are 11 men in the "senior headquarters staff". All are and have been for years directly involved in major facets of television; all but two directly participated in and contributed to the creation and building of CBC television.

It is well known that the President, who is one of the world's early television pioneers, had the full responsibility for the planning and development of every facet of CBC television throughout Canada, from its very beginnings.

The Vice-President was similarly responsible for the establishment of television in the Maritimes.

Network Management

The Committee has made the following comments regarding the organization of French Network operations at Montreal, and English Network operations at Toronto:

"...that the English and French network management should be separated, organizationally but not geographically, from the management of the Toronto and Montreal regional operations and production centres". (Page 155)

"...Network management need have nothing to do with the physical aspects of broadcasting, other than arranging for transmission facilities" (networks and station time). "Programming is the principal activity of the networks and it is basically a procurement function". (Page 155)

The Corporation disagrees with the form of organization proposed here because it would be too complex, too divisive and costly.

In the first place, it would entail a sharp division of program authority which would create serious and unnecessary practical difficulties. Perhaps most important, it would entail a division of the creative process, dividing those who produce programs from those who plan and determine the content of the very same programs. The Corporation must note that the Committee has strongly recommended — and CBC agrees — that the policy production program gap should be narrowed. Yet, this Committee's suggestion would further widen it.

The 1964 reorganization still in progress at our two major operation centres, Toronto and Montreal, was designed to establish undivided authority over and responsibility for the program continuum and the control of related expenditures. The Committee's proposal would divide that authority and responsibility entailing an appreciable and needless increase in staff and expense.

Instead of improving program leadership in the Corporation, it is our considered opinion that it would weaken it.

Notwithstanding the Committee's assertion to the contrary (Page 156), no other broadcasting organization, to our knowledge, has ever attempted to operate under the form of organization suggested by the Committee.

The Location of the General Managers

The Committee recommends that the Vice-Presidents and General Managers of the English and French Networks Division, now stationed in Ottawa, be moved to Toronto and Montreal respectively in order that they be closer to their staff.

In the opinion of the Corporation, this is not a major point but it is a debatable one.

These two senior officers have to divide their time about equally between Ottawa Head Office and Toronto or Montreal. The question of where they are located is a matter of emphasis only and is currently under review.

The Separation of Sales and Programming

The Committee endorses the Glassco and PSG recommendations for the separation of sales and program responsibilities.

This has already been achieved in part by the 1964 reorganization. The divisional sales organizations for radio and television in Toronto and Montreal have been removed from the program departments with which they were associated and are now reporting directly to the divisional Television and Radio managements.

In the opinion of the Corporation, the divisional sales arrangement, which is equivalent to that of the American networks, has a number of advantages over the creation of a single corporate sales organization transcending divisional authority.

It allows the four network departments of the Corporation, television and radio, both English and French, to have full control over all their respective activities including both revenues and expenditures.

The Corporation suggests that it would be premature to make further changes in the commercial structure until the merits of the present arrangement have been fully tested over a sufficient period of time and the future scope of CBC commercial activity is known.

Recruitment and Training

The Corporation agrees fully with the Committee on the urgent need for the development and implementation of a comprehensive staff training plan, particularly in the program and supervisory areas.

A detailed proposal will be ready for the consideration of Management and the Board in the very near future. Implementation will follow immediately and at the expense of other activities, if additional funds are not made available for that purpose.

The Corporation also agrees with the Committee on the need for a better co-ordinated and systematic recruitment program. This need will also receive immediate attention.

Staff Morale

On page 163 and elsewhere, the Committee again speaks of "low morale", and again in unqualified terms.

Criticism of the Corporation by various inquiring bodies during the last decade, and the wide publicity this criticism has received, has not helped morale. Indeed, the Committee says it doubts the Canadian system can stand another inquiry.

But it would be unfair to CBC staff to allow these general statements to go unchallenged.

The fact is that the Committee has perhaps unwittingly used in essence a weighted sampling technique as the basis for its comment. To the best of our knowledge, they discussed staff attitudes only with a limited number of staff, mainly in the program area. They met only in Montreal, Ottawa and Toronto. It would appear that whatever discontent has been found has been assumed to apply to all staff at these locations and across the country. This is not so.

What the Committee obviously found was a known dissatisfaction among some program staff with what they consider an over-emphasis on administration or with the "tyranny of the broadcasting machine".

This is one of the Corporation's great challenges, shared by all other broadcasting organizations. It is one that has become more acute in recent years, with the greater complexities and impact of television.

Some of the dissatisfaction is warranted

and can be remedied. Some is inherent to the creative mind and can never be removed. This is a reality often missed by observers accustomed to a more homogeneous milieu than exists in broadcasting.

The initiative in this situation rests with Management and has been taken. Tangible results are being obtained from the recent reorganization. In addition, a comprehensive internal communications program will include greatly increased contact between Management and staff, especially in programming, while creative-administrative interdependence will be stressed within the training plan soon to be implemented.

Improvements in Efficiency

The Corporation is reviewing its continuing efficiency program as a result of the Committee's Report. At the time of writing, various suggestions for savings had been appraised and the feasibility of establishing annual efficiency targets in terms of dollars was being explored.

Present indications are that the Committee's prediction of \$8,000,000 in savings by 1970 is optimistic and that a target of \$3,000,000 to \$3,500,000 is more realistic.

All savings achieved through improved efficiency in operations and administration will be devoted to improvements in the Corporation's program services.

While the Corporation intends to actively seek further savings, it is essential to remember that CBC already has one of the most efficient network production operations in the world. In television, CBC achieves major productions for between one-third and one-half the cost of similar productions on U.S. or British networks. CBC does this in less time and with fewer people. In addition the CBC output per studio at its network centres is from 40% to 150% greater than that of comparable networks.

These CBC achievements do not mean that still greater efficiency cannot be achieved but rather that the limits of efficiency must be recognized. The quality of program service must not suffer through an unrealistic approach to efficiency.

Between March 31, 1961, and March 31, 1965, CBC's television production hours, live and on film, increased by 38%. The increase was accompanied by a sizeable drop in the average cost per program hour of 7% on live and 12% on film. Other examples of CBC's continuing efficiency program are available.

Keeping in mind the necessity of maintaining and improving CBC program services, all CBC departments have been directed to re-examine costs and methods of operation. They will be assisted in this, where required, by staff specialists and by outside management consultants.

Progress of the efficiency studies will be assessed regularly and results will be included in the Annual Reports of the Corporation.

As noted elsewhere, the CBC reorganization started a year ago is practically complete at Head Office, Toronto and Montreal, and major improvements have already been achieved. The separation of responsibilities under three major headings of Radio, Television, and News and Public Affairs is proving especially effective.

The English Networks Division in Toronto has completed its redefinition of areas of authority. At Montreal, where reorganization of the French Networks Division was started later, this has been done in News and Public Affairs, and is under way in Television and Radio. Target date for completion is April 1,

1966, because of changes still being made.

No major changes in the Regional organization are indicated and periodic assessment will continue. One serious lack, regular representation of the regions at network program planning and assessment meetings, has been remedied.

coverage

The Committee agrees with the Corporation's plans to:

- a) extend radio and television coverage to unserved areas;
- b) to do this on a language basis as determined by the CBC's formula;
- c) to accelerate the rate of extending coverage to new areas, subject only to financial resources. In this connection, however, the Corporation notes that no provision for this acceleration has been made in the financial recommendations of the Committee.

The Corporation agrees with the Committee's recommendations:

- to extend the French Network radio service to British Columbia;
- to provide the Royal Commission on Bilingualism and Biculturalism with the estimated cost for total coverage of the country in both languages.

The Corporation disagrees with the Committee when it recommends that the tacit reservation of television channels for CBC, in certain cities, be given up and that, for the next five years, the CBC not be allowed to establish any stations in centres that now have private station service.

This "freeze" is not imposed on the private stations. There is also similar discrimination against CBC in color television where it is proposed that CBC development be frozen while private television is left free to develop.

The Corporation believes neither of these recommendations is in the public interest and that they are contrary to the initial statements of principle of the Committee stressing that the public agency "... must be paramount..." (Page 12)

While the Committee recommends that "a firm degree of restraint should be applied to the licensing of new private stations", it is clear that the practical effect of licensing another private station in any of the centres in question will be to keep out a CBC station indefinitely.

In practical terms, the "freeze" recommended on CBC stations in private station areas will not be a five-year one but a permanent one unless a similar five-year freeze or moratorium is imposed on all second or third TV licenses, whether CBC or private, in areas not served by a CBC station. Apart from any channel restrictions which may exist, it is the size of an area's population and purchasing power which determines whether a second or third station is feasible. For example, the CBC believes certain areas are now ready for a second station and that it should be a CBC station. If a second private station were licensed instead, a CBC station would be frozen out for the foreseeable future simply because the population and purchasing power of the area would not justify a third station. This CBC "freeze" could well become permanent in several areas.

The recommended policy of unilateral freezing of CBC stations, while allowing the establishment of additional stations in the same areas, will create a gradually increasing unbalance between the public and private

sectors. It will also retard the provision of alternative service.

It is a CBC conviction that any area is better served by a combination of public and private stations than by only private or only public stations.

This was also the unanimous view of another advisory committee on broadcasting whose members were Dr. Andrew Stewart, Chairman of the BBG; Mr. Don Jamieson, then President of the Canadian Association of Broadcasters; and Mr. Alphonse Ouimet, President of the CBC.

We believe it is also the view of every private station in the areas which would be affected.

The Committee has also stressed the need for the widest possible variety of program service for the public. This variety can only be achieved through the CBC-private station combination.

There is one further point of fundamental importance. The CBC does not yet have a television station in Saskatchewan, New Brunswick or Prince Edward Island. If funds are not immediately available to remedy this lack or, if the areas cannot yet accommodate a second station, it is recommended that channels be reserved for CBC use and that CBC stations be the next stations authorized in these areas. This is the only way in which these provinces can eventually be adequately reflected on the national networks. This fact, plus the desirability of a broad choice of programming for the public, and the consequences which would stem from the suggestion that CBC be restricted while private stations are not, compels the Corporation to ask for rejection of this recommendation.

There is one matter not covered by the Committee — a more efficient and planned use of broadcast frequencies and channels. The Corporation would recommend that a Technical Planning Board be created for this purpose; that it be under the aegis of the Department of Transport; and that representatives of the Canadian Broadcasting Corporation, the Canadian Association of Broadcasters and the Board of Broadcast Governors or other pertinent agency, be members.

Rebroadcasting Stations

The Committee did not deal with the changing role of broadcasting stations. An official study of their place in the broadcasting structure and their effect on established stations is becoming increasingly urgent.

The CBC brief to the Committee contains this paragraph:

"that a study be made soon of the role of the rebroadcasting stations and their effect on the original or primary role of the mother station to which they are linked and, further as to whether or not such mother station-rebroadcasting station combinations comprise effective, albeit uncensored, networks with no network responsibility."

color television

The Corporation's views on the introduction of color television have been stated publicly on several occasions: that color television should not start in Canada until it "got off the ground" in the United States and, when that point was reached, Canada should adopt color and develop it on a planned and continuing basis.

This view has not changed and the Corporation is thus generally in agreement with the Committee.

There is a difference of opinion on the

time-table. The Corporation is particularly conscious of recent explosive color developments. We do not believe it is practical to "freeze" CBC to limited participation in color over a five-year period while American television imports go almost completely to color and private television development may proceed as fast as it wishes. Under these conditions, the national service would suffer, and suffer seriously.

The "freeze" on CBC would severely hamper any Corporation attempt to produce an increased number of Canadian regional program productions on the national networks, as suggested by the Committee. The networks will be seeking color programs, not those in black and white.

Not only would CBC regional points have to compete with Toronto and Montreal network color with black and white; they would have to do the same locally in black and white putting them at a great disadvantage in relation to the Canadian and American private stations operating in color.

The next five years should see a Canadian audience enthusiasm for color, similar to that now occurring in the United States. Can increased viewing of Canadian programs by Canadians, as suggested by the Committee, be obtained by putting a predominantly black and white Canadian service against imported color? The answer is to be found in the fact already established in the U.S. that audiences prefer color programs; that there is a higher percentage of sets in use there for color programs; and that a mediocre color program may well outdraw a better program in black and white.

To even maintain the present viewing level of national service Canadian programs, CBC color facilities additional to those recommended by the Committee will be required.

If commercial revenues for the CBC are to remain a major, or even appreciable factor, there is cause for concern. It must be seriously questioned to what degree, if any, Canadian advertisers would continue their association with Canadian productions under too rigid color limitations. If these must remain largely in black and white while sponsorable imports are available in color, the sponsor has little choice; he must keep pace with his competition and go to color. Under color restrictions on CBC as envisaged by the Committee, the Corporation might not be able to reach its own recommended commercial target, let alone the increase in sales recommended by the Committee.

Consequently, the Corporation regards color implementation with a greater sense of urgency than did the Committee and must recommend a continuing but gradual development of CBC color television rather than an artificial freeze.

It feels strongly that the Corporation's regional and national programming cannot be limited for any length of time to black and white while the rest of North America goes freely to color.

consolidation of cbc facilities

General Considerations

The general conclusion which the Committee draws from its review of the Corporation's consolidation plans for Montreal and Toronto is expressed on page 209 of the Report:

"We must emphasize that our analysis clearly

confirms the need for immediate relief, both in Montreal and Toronto. We are equally sure that existing CBC plans for rectifying this situation are not well founded. In our view, they take insufficient account of new and prospective developments and trends, both in programming and electronics, and are consequently too extravagant and inflexible. We are satisfied that they should be reviewed ab initio and redesigned in accordance with the principles we have advanced above".

The Corporation would thus be required to scrap its present plans, representing years of study, planning and designing, at a cost of some \$3,000,000 and start all over again. This course of action, if carried out, would assure a further delay of at least two years at each location before construction can be started. Yet the Committee "emphasizes" ... "the need for immediate relief".

The views of the Committee on such an important and technically complex question as the Montreal and Toronto consolidation projects are at such variance with the professional views of the Corporation that it becomes necessary to examine the Committee's assessment also "ab initio".

There are three basic elements essential to the competent planning and design of a large radio and television production complex or to the judgment of such plans — first, a thorough practical knowledge of modern broadcasting practice and of current needs; second an inductive estimate of future trends and needs based on complete familiarity with past developments and the dynamics of radio and television; and finally, the highly specialized know-how necessary to translate all of the foregoing into a practical structural, electronic and aesthetic design.

The Committee as constituted could not be reasonably expected to find within itself the specialist qualifications already listed. Consultants were hired by the Committee to examine and advise on the Corporation's consolidation plans.

The firm of industrial consultants engaged by the Committee, a highly reputable firm, told us that they had no previous experience or professional knowledge of broadcasting. These first consultants in turn secured the services of two other consulting firms, one of engineers and the other of architects. To the best of our knowledge, the architectural consultants had little or no experience in the design of broadcasting plants or, for that matter, in broadcasting operations.

As mentioned in the Report, the engineering consultants judged the technical design excellent. The report of the architectural consultants concerned itself exclusively with the design of the tower (the main architectural feature of the Montreal project is a central twenty-three storey office tower) and with general considerations regarding the choice of materials and broad architectural practices which they considered satisfactory. They had only two specific observations which might be taken as critical although not necessarily so.

The first was to the effect that the use of the tower and its shape "imposes a premium on the cost of the project".

The second is that "the formal composition of the complex imposes a lack of flexibility".

In neither case is it stated by the consulting architects how serious this cost premium and this alleged lack of flexibility really are. Neither do they say that they are not fully justified on the basis of other considerations.

The Corporation knows and has accepted the relatively small extra cost involved in the

use and design of the central tower. It believes a small premium for aesthetic reasons is fully justified, keeping in mind the importance of the complex to the redevelopment of the area to the City of Montreal and the use of the building for an anticipated 40 year or more period.

In the view of the Corporation, the complex provides adequate flexibility; and the site itself was chosen to permit expansion of the building if required.

There is nothing expressed in the architectural or the engineering consultants' reports which would warrant the Committee's total rejection of CBC plans.

The only real criticism of the Montreal project (the Toronto consolidation plans have really been judged by extrapolation of the assessment of the Montreal plans) on which the Committee could base its own judgment is contained in the Industrial Consultant's draft report.

In this report the observations of the architectural consultants are given much greater emphasis but without any further justification.

The main content of the Industrial Consultant's report is devoted to a critique of the Corporation's production and operational practices, to the exposition of general management theory and to the need for clearer policy formulation as a prerequisite to the preparation of proper consolidation plans. Much of this report is theoretical in its approach and many of its conclusions are based on an incomplete understanding of the overall broadcasting projection process.

In the circumstances, the Corporation regrets the necessity of concluding that the Committee's findings are based on lack of knowledge and inadequate procedures leading to erroneous conclusions.

Omissions

There are two serious omissions in this section of the Report which have a direct bearing on any assessment of the Corporation's consolidation plans.

The Committee fails to state the results of its comparisons of CBC efficiency, studio plans, program output per studio, or efficiency of staff use, with those of "New York, London, Paris and Rome". The Committee states that it sought "...the views of broadcasting executives in those centres..." What did it find?

The Corporation has compared its studio usage, staff efficiency and other factors with other organizations. The CBC compares more than favourably in most respects.

On the other hand, the tone of the Report implies that Committee findings were unfavourable to CBC on a comparative basis although this is not stated. If the Committee has such information, it should have been made public so that its accuracy could be assessed. As it is, the Committee's evaluation of CBC operational methods and of the consolidation designs on which these are based is unsubstantiated in practical terms.

The second omission concerns the Industrial Consultants whose report is not included either in whole or in part in the main document.

It seems to the Corporation that the following extracts from the report of the Industrial Consultants are relevant, particularly to the highly critical tone of the Committee.

"From our brief experiences, we see no reason to say that other organizations are more efficient than the CBC, and there is indeed evidence that the CBC may be well ahead in some respects".

"We did not see any obvious cases or receive any clearly convincing statistics to suggest that the New York studios were operating any more efficiently than the Canadian ones for comparable programs. There was possibly a tendency to use more staff to do a job which is done just as well with fewer people in Canada".

The Grounds for a Recommendation

If then, as the Industrial Consultants found in New York and as facts in CBC possession show for other countries, that:

- 1) *The CBC is equally, or more, efficient than other broadcasting organizations of comparable size.*
- 2) *Foreign studios are not operated more efficiently than CBC, and certainly do not have as high a percentage of use as those of CBC, and*
- 3) *The CBC does the job just as well with fewer people.*

On what grounds, then, does the Committee justify its extreme recommendation?

"The new plans should be based on a realistic appraisal of studio sizes, the number and size of rehearsal halls, staff economies arising from improved efficiency..." (Page 210)

The CBC already achieves more programs (in two languages) at less cost, with fewer studios and fewer people than other major broadcasting networks. And this is the basis on which the CBC Montreal consolidation plans are based.

"That there should be less dependence on Montreal and Toronto for program production, and that greater use should be made of the production potential of other centres..."?

Granted. But how much more? A realistic implementation would still leave the Montreal requirement for the future unchanged. This is reflected in the CBC Montreal consolidation plans.

"That a much closer relationship needs to be established between requirements and program-production plans..."

The plans were drawn up on the basis of program production requirements determined over a period of two years by a Committee which included Programming, Operations, Engineering and Management. The need for close relationship is reflected in the CBC Montreal consolidation plans.

"...that further technological developments may have a profound effect on plans for the future?"

All known and foreseeable technological developments have been taken into account by CBC. The amazing development of space satellites and other technological advances will have little or no effect on Montreal's or Toronto's consolidation requirements contrary to the suggestion made by the Committee on page 263. Programs must still be produced in studios. A proper assessment of future developments is reflected in the CBC Montreal consolidation plans.

That the "...large studios being built for Expo 67 should be taken fully into account".

There is only one large TV studio being built at Expo. The other TV studio and the six radio studios are all very small and not suitable for anything but talks. Their utility after Expo will be most limited.

Thus, the only facility at Expo we could consider for regular production use would be the large television studio. It is very doubtful, however, whether the continued use of this studio, at a location remote from all other TV facilities, could be justified on economic grounds. Since its equipment can be re-installed at the consolidation site, the only saving involved in keeping it in use at

Mackay Pier would be the cost of providing the same studio space as part of the consolidation project. This cost would be approximately \$2,000,000, which comes to \$122,000 a year on a 40-year amortization basis. The extra cost of operating such a large studio away from the rest of the facilities and staff would be appreciably more than that amount. Furthermore, the arrangement would perpetuate for a major facility many of the disadvantages of dispersal which we are trying to correct through consolidation.

Considering all factors, the facilities Expo can be considered in two lights: 1. in our present Montreal project; 2. the use of the whole Expo broadcasting centre as a training centre for the entire Corporation. One is badly needed and has not been provided for in our present Montreal or Toronto plans. However, this matter requires study.

Conclusions

The Corporation has noted the Government's public statement with respect to Montreal consolidation made in that City by the Secretary of State. The CBC is requested to "...reconsider and examine the plans... and to submit... concrete recommendations as soon as possible so that construction can begin with the minimum delay".

The Corporation has done this and must advise the Government that CBC plans are well conceived, are not extravagant, and represent a realistic answer to a most pressing problem. In the Corporation's view there is no justification for embarking on "an entirely new design" or for making an "entirely fresh start" as the Committee suggests. To do so would waste time and would cost more in the long run.

The Corporation recommends that its proposal be implemented as planned. Should this not be financially feasible, it recommends strongly that the major part of this consolidation be completed within a five-year period and that full consolidation follow. Details of this alternative are now being completed and will be forwarded to the Government when ready. Consultation with the City of Montreal will be required as every effort should be made to honor the Corporation's commitment with the City as soon as possible.

The Toronto Consolidation

Although the Committee made only a cursory examination of the CBC Toronto consolidation plans, its conclusions are the same as for Montreal: existing plans should be scrapped and a new project started.

The Corporation found no justification for this recommendation on technical or economic grounds, either in the comments of the Committee or in the report of its consultants.

The Committee gives an additional reason for this drastic recommendation.

"It is contended by some elements" (not identified) "within the Corporation that in adopting the extensive layout proposed at Don Mills, the CBC will sacrifice the great advantages of a downtown locale for its creative people".

"...the CBC should relinquish its Don Mills property. Possible sites in downtown Toronto should be explored, with particular attention to the potential suitability for redevelopment of the present Jarvis Street site, along with adjacent property to be acquired by purchase or expropriation. New plans should then be developed for partial consolidation downtown... taking into account other premises now in use by CBC that might advantageously be used for consolidation."

geously or usefully be retained".

The Corporation agrees that there would be certain advantages in locating in downtown Toronto as in Montreal. But there are also serious disadvantages. The Corporation decided to buy the Don Mills property because, at the time of purchase, there was no land available in downtown Toronto at a reasonable price and of sufficient size to take care of future needs.

Since then, the City has made various proposals which deserve consideration. All of them, however, would involve appreciably higher capital and operating costs than the present Don Mills project.

The decision to be made is whether the Corporation would be justified in incurring an additional annual operating cost of at least half a million dollars, and possibly a great deal more, depending on location, to remain downtown in addition to extra capital costs.

The Corporation intends to study the question further before coming to a final conclusion. At the same time, it will have another look at the possibilities of redeveloping and expanding its present Jarvis Street site.

Other Locations

The Committee recommends that:

"...modernization and consolidation in all other CBC centres" (other than Toronto and Montreal) "should proceed as funds permit but without undue delay".

The Corporation agrees with this recommendation if funds are in fact made available for that purpose "without undue delay". However, it must note with regret that the Committee has not made any financial provisions for these projects in its five-year plan.

As stressed already in its main brief to the Committee, the Corporation believes that the need for an adequate production plant in Vancouver is particularly urgent. The development of better facilities cannot be delayed for another five years without serious consequences.

Consolidation at other points is under constant review and will proceed in the light of financing to be provided.

location of head office

"That the present headquarters building of the CBC in Ottawa should be given up, and that the headquarters of the CBC should be moved to Montreal and located in the new consolidated facilities there." (Page 132)

The Corporation recommends that its Head Office continue to be located in Ottawa.

There are two reasons for the recommendation:

- a) The decision to locate the CBC Head Office in Ottawa was made by Parliament in the 1930's. The reasons which applied then, apply now. It is essential that the CBC Head Office operates from a location which provides the best perspective of Canada.
- b) The CBC headquarters group must assess and direct the national services of two cultures. It can only do so objectively if it does not become too involved or too closely identified with one or the other, or with any particular production point, whether it be Toronto, Montreal or elsewhere.

The Corporation believes the Committee's recommendation was based on an incomplete evaluation, as illustrated by their statement on page 130 of the Report:

"There are two possible arguments for having the CBC headquarters in Ottawa, divorced from the culturally active production centres

in Montreal and Toronto. One is that it might make contact with Parliament easier and more effectively. The other is that the co-ordination and integration of the French and English operations of the CBC might be better done on neutral ground."

In the opinion of the Corporation, neither of these "two possible arguments" can be an important factor in choosing the location of Head Office. "The co-ordination and integration of the French and English operations of the CBC..." is not the reason why Head Office is in Ottawa and contacts with Parliament can be achieved in other ways, as recognized by the Committee.

A problem raised by the Committee still remains: that the headquarters group is too out of touch with productive activities. However, there are simpler, less costly ways to effectively correct this situation. Rather than move Head Office to Montreal or elsewhere, senior management will spend a great deal more time at divisional and regional points strengthening the necessary contacts and exchanges.

Steps in this direction have already been initiated by management and will be intensified in the months ahead. However, the Corporation must note the necessity of CBC management having the available time for this task. The Committee has sounded this cautionary note on page 91:

"It is doubtful whether broadcasting in Canada can survive many more investigations by Royal Commissions, Advisory Committees, and Parliamentary Committees. We are acutely conscious of the burden our inquiry has placed in the past year on Canadian broadcasters — especially on the senior officers of the CBC. It has undoubtedly deflected their attention from their primary tasks of administering the broadcasting agencies, maintaining informed relations with Parliament and the public, and their essential job of producing good radio and television programs..."

the international service

The Corporation is in agreement with the Committee on all major points.

We should like to reserve for further study only two suggestions:

- 1) a proposal to change the name of the International Service and
- 2) future relations with the Federal Inter-departmental Committee on Information Abroad (ICIAO).

special services

Northern Service

The Corporation is in agreement with the Committee.

Armed Forces Service

The Corporation is in agreement in principle and will undertake the necessary studies of the Committee's suggestions, with regard to their practical application.

educational television

The Corporation agrees with the Committee's recommendation for the creation of a National Advisory Council for Scholastic Broadcasting.

At present, there is no consensus on this subject. Already a number of bodies have

been set up to examine the problem. In order to ventilate and co-ordinate public thought about it, we believe it is urgent that an organized attack be made on the problem immediately by all the authorities concerned.

The Corporation suggests that participation in this effort should include representation from Provincial Departments of Education, associations of educators, educational institutions, association of universities and of colleges of Canada, the BBG or equivalent agency, the Canadian Association of Broadcasters and the CBC.

The Corporation believes that continued ad hoc development of educational television may create difficulties which can be avoided through preliminary work and exchange of ideas within the proposed Council.

The Corporation will give further study to the Committee's suggestion that the CBC Advisory Committee on School Broadcasting be enlarged to include activities at the university level.

With respect to broad general adult education and to programming in the humanities and the arts, the Corporation is concerned with evidence that there has been a falling off in liaison at the production level with outside organizations specializing in these areas. This trend will be reversed.

financing

The CBC is required to operate the national broadcasting services at the highest possible level of efficiency within budget estimates approved by Parliament. It is the Corporation's responsibility to recommend on its financial needs but it is Parliament's responsibility to decide them.

To assist Parliament in reaching this decision, it is the responsibility of the Corporation to make known, through the Government, how much broadcasting can be provided in return for any specified amount of dollars.

It is a further responsibility of the Corporation, unless otherwise directed by Parliament, to constantly seek improvement and development of the national broadcasting services in accordance with the needs of the country and the advancing techniques of radio and television. These developments inevitably entail an increase in public funds but the Corporation is conscious of its public responsibility and keeps its requests for additional resources within reasonable bounds.

CBC Public Revenues

The Corporation was most forcefully struck by the failure of the Committee to relate financial recommendations to practical implementation of expressed principles. You get only what you pay for. The Committee seeks bargains which do not exist. The Committee does not provide enough money for the CBC to do what the Committee wants done. In addition the Committee has not recommended other service improvements which the Corporation considers important.

The CBC must obviously hold its services to the level approved by Government and Parliament. But these services will fall seriously short of the expressed expectations of the Committee and of the needs of Canada as the CBC sees them if that level is the \$25 suggested by the Committee. (A list of required services is given below).

Furthermore, as will be explained later, the Committee's own calculations, as given on page 363, show that \$25 would already be inadequate by the date this financial plan

could probably be put into effect, that April 1, 1967.

Using the financial formula recommended by the Committee, our own preliminary calculations covering the five year period from April 1967 to April 1972 (the period covered by the Committee was April 1965 to April 1970) indicate a cost per television home of the order of \$30 to \$35.

This estimate should only be considered as tentative at this time, as the Corporation would like to present for the consideration of the Government a comprehensive statement outlining in detail the nature and extent of services that can be expected for given levels of financing.

As this study is obviously beyond the scope of this brief, the Corporation would require permission to present it to the Government in January, 1966, as a separate document.

In the meantime, it might be useful to recapitulate at this point the major developments in CBC services recommended by the Committee and/or considered necessary by the Corporation, all of which will have to be taken into account in the proposed study.

- a) General improvements in program quality and variety.
- b) Increase in information programming in prime time.
- c) Increase of Canadian productions in prime time and corresponding reduction of imported U.S. imports.
- d) Increased regional contributions to the network.
- e) Increased use of Canadian talent.
- f) Development of CBC news services.
- g) Improved regional and local programming.
- h) Increased hours of service to the North.
- i) Special program and equipment requirements for the Canadian Centennial.
- j) Special program facilities at and services from Expo 67.
- k) Introduction and development of colour television on a national scale.
- l) Marked acceleration in extension of radio and television service to unserved areas.
- m) Provision of second language programming where required.
- n) Consolidation and modernization of dispersed CBC facilities at Montreal, Toronto and Vancouver.
- o) Less extensive but still costly modifications at other points.
- p) Gradual replacement of obsolete equipment.
- q) Keeping pace with the general artistic and technical development of television and radio.
- r) Establishment of comprehensive staff training program.
- s) A final major item of expenditure is built in cost increases for material and services stemming out of the economy and affecting all business. This factor alone has been responsible for a steady increase in CBC operating costs of just over 4% per year for the last several years. It is not expected to be any less significant in the coming years.

The Financial Formula

The Corporation welcomes the recommendation of the Committee to place the financing of the Corporation on a five-year statutory basis instead of a yearly basis as at present.

We also agree that it will be necessary to assess the formula and its results well in advance of the conclusion of the five-year period.

We also welcome the much needed flexibility provided by the recommendation that the Corporation be given a general borrowing authority with a ceiling of \$200,000,000.

for general and working capital requirements. We would also suggest that this general borrowing authority for capital be extended to cover leaseback arrangements which may have advantages for the Corporation over straight loans.

It is important to stress that the five-year period (1965-1970) used as an example by the Committee cannot be used as the first five-year financing plan. When the report was published, six months of the first year of the plan had already elapsed and it is most likely that a good part of the coming fiscal year will have also gone by before new legislation can be put into effect; in the circumstances it seems doubtful that the first five-year financial plan could start before the fiscal year beginning on April 1, 1967.

If this be so, the Committee's five-year plan becomes, in practice, only a three-year plan, involving a built-in deficit of some \$15,000,000.

The Committee's whole five-year plan provides a planned surplus for CBC in the first two years; this surplus is to be used to pay for the planned deficit in the last three years.

This necessary "first years surplus" will not exist if the 1965-1970 plan cannot be started until 1967 or even the middle of 1966.

It will therefore be necessary to calculate a new formula based on the needs of 1967-72 rather than those of 1965-70. This will be done in the financial study we will submit to the Government next January. The same study will also assess in detail the borrowing requirements of the Corporation over the same five-year period.

CBC Commercial Revenues

In estimating CBC's future commercial revenues the Committee has made three assumptions that:

- 1) *a maintained or increased sponsorship in television is compatible with the achievement of more Canadian, more public service and more special appeal programs of high quality, especially in prime time.*
- 2) *more prestige television programs can be sold.*
- 3) *audience acceptance and increased sales will follow the writing of better commercials for radio.*

The Committee's consultants included a suggestion (Page 340) that the Corporation's commercial acceptance standards be lowered, to achieve increased sales on the grounds that some public affairs broadcasting was more likely to offend conventional taste than certain advertising which the CBC finds unacceptable.

Re (1). As we have already stressed under "Programming" a marked increase in this kind of programming during prime time will inevitably result, not in increased business as foreseen by the Committee, but in a drop in business. That is the firm opinion of CBC, and of everyone in the broadcasting industry. The Committee's assumption is not soundly based.

Re (2). The Corporation would certainly welcome greater sponsor interest in prestige programming. Over the last few years some progress has been made in that direction but it has been very slow. Even with greatly increased effort which will certainly be exerted, it is most doubtful if any substantial increase in revenue can be achieved in this area in the foreseeable future. Advertising is basically purchased on a cost-per-thousand basis and the rating of the programs rather than the prestige which artistic excellence gives it determines its saleability in the North American commercial world.

Re (3). Better commercials will undoubtedly find a higher level of audience acceptance. Whether they would result in more people listening to radio is open to question and it is this fact which will largely determine the possibility of increased sales. Most commercial messages are written by advertising agencies, not the CBC.

The Corporation must reject any suggestion that its commercial acceptance standards be lowered. Indeed, if there is any change, it should be in the other direction.

In brief, the Corporation does not believe the Committee's views on commercial broadcasting are practical. Their suggestions cannot achieve the desired double objective of widening the variety and improving the quality of CBC programs while simultaneously increasing CBC's commercial revenues.

The Corporation must state unequivocally that the required program improvements can only be made through a reduction in the number of sponsored programs. CBC can increase its sales but only at the expense of the program service.

If the Corporation is to maintain and improve its program quality, variety and Canadian content, we estimate that not more than \$25,000,000 net per year can be realized on commercial sales over the next five years.

Recommended Capital and Operating Reductions

As already stated, the Corporation proposes to submit to the Government in the near future a detailed review of its financial requirements in relation to the expectations of the Committee. It would therefore seem unnecessary at this time to analyse in detail the various reductions made by the Committee from the Corporation's five-year capital and operating forecasts.

It is disturbing to note, however, in view of the great stress laid by the Report on the importance of programming, that 75% of the \$68,000,000 reduction in net operating requirements recommended by the Committee is achieved, first, by cutting CBC provisions for programming improvement by some \$18,000,000 and, second, by a \$32,000,000 increase in commercial operations which, as we have seen, is totally incompatible with improved programming.

English network

ENGLISH NETWORK

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	Comet Broadcasting, Ltd.		5	197	50.5	
	CBFT	Ed. John, Nfld.		8	136,000	50,000	
	CBFT-TV	Storm Bay, Lab.		8	470	174	
	CBFT-TV	Harmonville, Nfld.		8	490	245	
	CBMT	Bathurst, N.S.		8	30,000	10,000	
	CBMT	Montreal, P.Q.		6	100,000	60,000	
	CBMT	Halifax, N.S.		5	100	27,000	
	CBMT	Toronto, Ont.		4	99,000	10,000	
	CBMT	Windsor, Ont.		4	110,000	10,000	
	CBMT	Winnipeg, Man.		5	110,000	10,000	
	CBMT	Vancouver, B.C.		2	47,600	25,400	

NETWORK RELAY AND REBROADCASTING STATIONS

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	Beer Lake, Nfld.		12	246	123	
	CBMT	Port-Arthur, Nfld.		13	17,300	8,500	
	CBMT	Parry Sound, Ont.		12	1,800	1,800	
	CBMT	Marathon, Ont.		5	22,500	11,250	
	CBMT	Uxbridge, Ont.		12	435	254	
	CBMT	Shelburne, N.S.		8	423	254	
	CBMT	Halifax, N.S.		11	15,900	7,950	
	CBMT	St. John's, Nfld.		11	1,500	1,500	
	CBMT	Moncton, N.B.		8	9,300	5,500	
	CBMT	St. John's, Nfld.		8	9,300	5,500	
	CBMT	St. John's, Nfld.		12	5	2.5	
	CBMT	St. John's, Nfld.		10	20,200	10,100	
	CBMT	St. John's, Nfld.		7	544	272	
	CBMT	St. John's, Nfld.		10	6,800	3,400	
	CBMT	St. John's, Nfld.		7	160	130	
	CBMT	St. John's, Nfld.		10	36,000	18,000	
	CBMT	St. John's, Nfld.		7	720	360	
	CBMT	St. John's, Nfld.		2	6.2	3.1	
	CBMT	St. John's, Nfld.		11	187	93	
	CBMT	St. John's, Nfld.		9	775	388	
	CBMT	St. John's, Nfld.		5	124	62	
	CBMT	St. John's, Nfld.		10	1,100	550	
	CBMT	St. John's, Nfld.		9	625	312	

PRIVATELY OWNED AFFILIATED STATIONS

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	Grand Falls, Nfld.		4	2,600	1,300	
	CBMT	Charlottetown, P.E.I.		13	38,600	19,300	
	CBMT	Sydney, N.S.		9	120,000	60,000	
	CBMT	Antigonish, N.S.		4	70,000	35,000	
	CBMT	Moncton, N.B.		2	25,000	12,500	
	CBMT	Saint John, N.B.		4	100,000	50,000	
	CBMT	Quebec City, P.Q.		5	13,850	6,925	
	CBMT	Pembroke, Ont.		5	52,000	26,000	
	CBMT	Kingston, Ont.		10	150,000	75,000	
	CBMT	Peterborough, Ont.		12	138,000	69,000	
	CBMT	Wingham, Ont.		8	50,000	25,000	
	CBMT	London, Ont.		10	375,000	187,500	
	CBMT	Windsor, Ont.		9	178,000	89,000	
	CBMT	Barron, Ont.		3	100,000	50,000	
	CBMT	North Bay, Ont.		10	28,500	14,250	
	CBMT	Sudbury, Ont.		5	30,000	15,000	
	CBMT	Toronto, Ont.		6	100,000	50,000	
	CBMT	Sault Ste. Marie, Ont.		2	28,000	14,000	
	CBMT	Port Arthur, Ont.		2	55,000	27,500	
	CBMT	Brantford, Ont.		5	54,000	27,000	
	CBMT	Chatham, Ont.		4	10	5	
	CBMT	Regina, Sask.		2	160,000	80,000	
	CBMT	Yorkton, Sask.		3	5,000	2,500	
	CBMT	Saskatoon, Sask.		10	100,000	50,000	
	CBMT	Prince Albert, Sask.		5	81,000	40,500	
	CBMT	Swift Current, Sask.		5	12,200	6,100	
	CBMT	Regina, Sask.		5	5,100	2,550	
	CBMT	Calgary, Alta.		2	100,000	50,000	
	CBMT	Lethbridge, Alta.		4	66,100	33,050	
	CBMT	Red Deer, Alta.		6	13,100	6,550	
	CBMT	Lloydminster, Sask.		2	116,000	58,000	
	CBMT	Edmonton, B.C.		2	3,700	1,850	
	CBMT	Kamloops, B.C.		4	3,700	1,850	
	CBMT	Victoria, B.C.		10	100,000	50,000	
	CBMT	Duncan Creek, B.C.		5	5,000	2,500	
	CBMT	Prince George, B.C.		2	778	389	
	CBMT	Terrace, B.C.		3	4,100	2,050	

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	Inverness, N.S.		5	6,900	3,450	
	CBMT	New Glasgow, N.S.		7	209	104	
	CBMT	Upperville, N.B.		12	141,000	70,500	
	CBMT	Newcastle, N.B.		7	5	2.5	
	CBMT	Campbellton, N.B.		7	865	433	

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	St. John's, Nfld.		8	115	45	
	CBMT	St. John's, Nfld.		5	170	85	
	CBMT	St. John's, Nfld.		2	3,000	1,500	
	CBMT	St. John's, Nfld.		2	14,000	7,000	
	CBMT	St. John's, Nfld.		1	98	49	
	CBMT	St. John's, Nfld.		5	4,150	2,075	
	CBMT	St. John's, Nfld.		8	23,000	11,500	
	CBMT	St. John's, Nfld.		11	6,400	3,200	
	CBMT	St. John's, Nfld.		2	145	72	
	CBMT	St. John's, Nfld.		12	15,100	7,550	
	CBMT	St. John's, Nfld.		6	9,000	4,500	
	CBMT	St. John's, Nfld.		7	55,000	27,500	
	CBMT	St. John's, Nfld.		7	13,000	6,500	
	CBMT	St. John's, Nfld.		10	710	355	
	CBMT	St. John's, Nfld.		10	340	170	
	CBMT	St. John's, Nfld.		1	115	57	
	CBMT	St. John's, Nfld.		4	1,000	500	
	CBMT	St. John's, Nfld.		2	5	2.5	
	CBMT	St. John's, Nfld.		2	5	2.5	
	CBMT	St. John's, Nfld.		100	180	90	
	CBMT	St. John's, Nfld.		102	1,250	625	
	CBMT	St. John's, Nfld.		103	1,250	625	
	CBMT	St. John's, Nfld.		104	1,250	625	
	CBMT	St. John's, Nfld.		105	1,250	625	
	CBMT	St. John's, Nfld.		106	1,250	625	
	CBMT	St. John's, Nfld.		107	1,250	625	
	CBMT	St. John's, Nfld.		108	1,250	625	
	CBMT	St. John's, Nfld.		109	1,250	625	
	CBMT	St. John's, Nfld.		110	1,250	625	
	CBMT	St. John's, Nfld.		111	1,250	625	
	CBMT	St. John's, Nfld.		112	1,250	625	
	CBMT	St. John's, Nfld.		113	1,250	625	
	CBMT	St. John's, Nfld.		114	1,250	625	
	CBMT	St. John's, Nfld.		115	1,250	625	
	CBMT	St. John's, Nfld.		116	1,250	625	
	CBMT	St. John's, Nfld.		117	1,250	625	
	CBMT	St. John's, Nfld.		118	1,250	625	
	CBMT	St. John's, Nfld.		119	1,250	625	
	CBMT	St. John's, Nfld.		120	1,250	625	
	CBMT	St. John's, Nfld.		121	1,250	625	
	CBMT	St. John's, Nfld.		122	1,250	625	
	CBMT	St. John's, Nfld.		123	1,250	625	
	CBMT	St. John's, Nfld.		124	1,250	625	
	CBMT	St. John's, Nfld.		125	1,250	625	
	CBMT	St. John's, Nfld.		126	1,250	625	
	CBMT	St. John's, Nfld.		127	1,250	625	
	CBMT	St. John's, Nfld.		128	1,250	625	
	CBMT	St. John's, Nfld.		129	1,250	625	
	CBMT	St. John's, Nfld.		130	1,250	625	
	CBMT	St. John's, Nfld.		131	1,250	625	
	CBMT	St. John's, Nfld.		132	1,250	625	
	CBMT	St. John's, Nfld.		133	1,250	625	
	CBMT	St. John's, Nfld.		134	1,250	625	
	CBMT	St. John's, Nfld.		135	1,250	625	
	CBMT	St. John's, Nfld.		136	1,250	625	
	CBMT	St. John's, Nfld.		137	1,250	625	
	CBMT	St. John's, Nfld.		138	1,250	625	
	CBMT	St. John's, Nfld.		139	1,250	625	
	CBMT	St. John's, Nfld.		140	1,250	625	
	CBMT	St. John's, Nfld.		141	1,250	625	
	CBMT	St. John's, Nfld.		142	1,250	625	
	CBMT	St. John's, Nfld.		143	1,250	625	
	CBMT	St. John's, Nfld.		144	1,250	625	
	CBMT	St. John's, Nfld.		145	1,250	625	
	CBMT	St. John's, Nfld.		146	1,250	625	
	CBMT	St. John's, Nfld.		147	1,250	625	
	CBMT	St. John's, Nfld.		148	1,250	625	
	CBMT	St. John's, Nfld.		149	1,250	625	
	CBMT	St. John's, Nfld.		150	1,250	625	
	CBMT	St. John's, Nfld.		151	1,250	625	
	CBMT	St. John's, Nfld.		152	1,250	625	

Map	Code	Station	Location	Ch.	Video	Audio	E.R.P. in Watts
	CBMT	St. John's, Nfld.		12	246	123	
	CBMT	St. John's, Nfld.		13	17,300	8,500	
	CBMT	St. John's, Nfld.		12	1,800	1,800	
	CBMT	St. John's, Nfld.		5	22,500	11,250	
	CBMT	St. John's, Nfld.		12	435	254	
	CBMT	St. John's, Nfld.		8	423	254	
	CBMT	St. John's, Nfld.		11	15,900	7,950	
	CBMT	St. John's, Nfld.		11	1,500	1,500	
	CBMT	St. John's, Nfld.		8	9,300	5,500	
	CBMT	St. John's, Nfld.		8	9,300	5,500	
	CBMT	St. John's, Nfld.		12	5	2.5	
	CBMT	St. John's, Nfld.		10	20,200	10,100	
	CBMT	St. John's, Nfld.		7	544	272	
	CBMT	St. John's, Nfld.		10	6,800	3,400	
	CBMT	St. John's, Nfld.		7	160	130	
	CBMT	St. John's, Nfld.		10	36,000	18,000	
	CBMT	St. John's, Nfld.		7	720	360	
	CBMT	St. John's, Nfld.		2	6.2	3.1	
	CBMT	St. John's, Nfld.		11	187	93	
	CBMT	St. John's, Nfld.		9	775	388	
	CBMT	St. John's, Nfld.		5	124	62	
	CBMT	St. John's, Nfld.		10	1,100	550	
	CBMT	St. John's, Nfld.		9	625	312	

PRIVATELY OWNED AFFILIATED REBROADCASTING STATIONS

132	CFTK-TV-4	Nfldata, B.C.	5	.12 trans. power
133	CFTK-TV-5	Kernano, B.C.	2	5
134	CFTK-TV-6	Nass Camp, B.C.	5	5
135	CFTK-TV-7	Juskatla, B.C.	2	.11 trans. power
136	C/DG-TV-1	Hudson Hope, B.C.	11	5
137	C/DG-TV-2	Bullhead Mountain, B.C.	8	5

radio network

CBC FRENCH RADIO NETWORK STATIONS

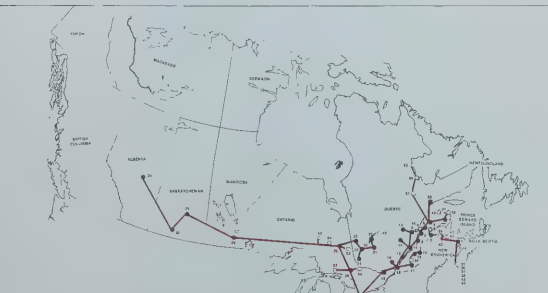
Code	Call Sign	Location	Frequency (Mc/s)	Operating Power (Watts)
1	CBAT	Montréal, N.B.	1 300	5 000 DA-1
2	CBAM	Edmonton, N.B.	570	5 000 D
3	CBAL	Moncton, N.B.	1 250	5 000 D
4	CBAC	Moncton, N.B.	610	5 000 D
5	CBAB	Moncton, N.B.	900	5 000 D
6	CBAA	Moncton, N.B.	1 450	5 000 D
7	CBAB	Moncton, N.B.	1 450	5 000 D
8	CBAB	Moncton, N.B.	1 450	5 000 D
9	CBAB	Moncton, N.B.	1 450	5 000 D
10	CBAB	Moncton, N.B.	1 450	5 000 D
11	CBAB	Moncton, N.B.	1 450	5 000 D
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18	CBAB	Moncton, N.B.	1 450	5 000 D
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20	CBAB	Moncton, N.B.	1 450	5 000 D
21	CBAB	Moncton, N.B.	1 450	5 000 D
22	CBAB	Moncton, N.B.	1 450	5 000 D
23	CBAB	Moncton, N.B.	1 450	5 000 D
24	CBAB	Moncton, N.B.	1 450	5 000 D
25	CBAB	Moncton, N.B.	1 450	5 000 D
26	CBAB	Moncton, N.B.	1 450	5 000 D
27	CBAB	Moncton, N.B.	1 450	5 000 D
28	CBAB	Moncton, N.B.	1 450	5 000 D
29	CBAB	Moncton, N.B.	1 450	5 000 D
30	CBAB	Moncton, N.B.	1 450	5 000 D
31	CBAB	Moncton, N.B.	1 450	5 000 D
32	CBAB	Moncton, N.B.	1 450	5 000 D
33	CBAB	Moncton, N.B.	1 450	5 000 D
34	CBAB	Moncton, N.B.	1 450	5 000 D
35	CBAB	Moncton, N.B.	1 450	5 000 D
36	CBAB	Moncton, N.B.	1 450	5 000 D
37	CBAB	Moncton, N.B.	1 450	5 000 D
38	CBAB	Moncton, N.B.	1 450	5 000 D
39	CBAB	Moncton, N.B.	1 450	5 000 D
40	CBAB	Moncton, N.B.	1 450	5 000 D
41	CBAB	Moncton, N.B.	1 450	5 000 D
42	CBAB	Moncton, N.B.	1 450	5 000 D
43	CBAB	Moncton, N.B.	1 450	5 000 D
44	CBAB	Moncton, N.B.	1 450	5 000 D
45	CBAB	Moncton, N.B.	1 450	5 000 D

CBC FRENCH RADIO NETWORK LOW POWER RELAY TRANSMITTERS

Code	Call Sign	Location	Frequency (Mc/s)	Operating Power (Watts)
34	CBDP	Labrador City, N.F.	1 240	40
35	CBDE	Wegah, N.S.	1 000	40
36	CBDF	Wegah, N.S.	1 510	40
37	CBAG	Wegah, N.S.	1 510	40
38	CBAG	Wegah, N.S.	1 510	40
39	CBAG	Wegah, N.S.	1 510	40
40	CBAG	Wegah, N.S.	1 510	40
41	CBAG	Wegah, N.S.	1 510	40
42	CBAG	Wegah, N.S.	1 510	40
43	CBAG	Wegah, N.S.	1 510	40
44	CBAG	Wegah, N.S.	1 510	40
45	CBAG	Wegah, N.S.	1 510	40
46	CBAG	Wegah, N.S.	1 510	40
47	CBAG	Wegah, N.S.	1 510	40
48	CBAG	Wegah, N.S.	1 510	40
49	CBAG	Wegah, N.S.	1 510	40
50	CBAG	Wegah, N.S.	1 510	40
51	CBAG	Wegah, N.S.	1 510	40
52	CBAG	Wegah, N.S.	1 510	40
53	CBAG	Wegah, N.S.	1 510	40
54	CBAG	Wegah, N.S.	1 510	40
55	CBAG	Wegah, N.S.	1 510	40
56	CBAG	Wegah, N.S.	1 510	40
57	CBAG	Wegah, N.S.	1 510	40
58	CBAG	Wegah, N.S.	1 510	40
59	CBAG	Wegah, N.S.	1 510	40
60	CBAG	Wegah, N.S.	1 510	40
61	CBAG	Wegah, N.S.	1 510	40
62	CBAG	Wegah, N.S.	1 510	40
63	CBAG	Wegah, N.S.	1 510	40
64	CBAG	Wegah, N.S.	1 510	40
65	CBAG	Wegah, N.S.	1 510	40
66	CBAG	Wegah, N.S.	1 510	40
67	CBAG	Wegah, N.S.	1 510	40
68	CBAG	Wegah, N.S.	1 510	40
69	CBAG	Wegah, N.S.	1 510	40
70	CBAG	Wegah, N.S.	1 510	40
71	CBAG	Wegah, N.S.	1 510	40
72	CBAG	Wegah, N.S.	1 510	40
73	CBAG	Wegah, N.S.	1 510	40
74	CBAG	Wegah, N.S.	1 510	40
75	CBAG	Wegah, N.S.	1 510	40
76	CBAG	Wegah, N.S.	1 510	40
77	CBAG	Wegah, N.S.	1 510	40
78	CBAG	Wegah, N.S.	1 510	40
79	CBAG	Wegah, N.S.	1 510	40
80	CBAG	Wegah, N.S.	1 510	40
81	CBAG	Wegah, N.S.	1 510	40
82	CBAG	Wegah, N.S.	1 510	40
83	CBAG	Wegah, N.S.	1 510	40
84	CBAG	Wegah, N.S.	1 510	40
85	CBAG	Wegah, N.S.	1 510	40
86	CBAG	Wegah, N.S.	1 510	40
87	CBAG	Wegah, N.S.	1 510	40
88	CBAG	Wegah, N.S.	1 510	40
89	CBAG	Wegah, N.S.	1 510	40
90	CBAG	Wegah, N.S.	1 510	40
91	CBAG	Wegah, N.S.	1 510	40
92	CBAG	Wegah, N.S.	1 510	40
93	CBAG	Wegah, N.S.	1 510	40
94	CBAG	Wegah, N.S.	1 510	40
95	CBAG	Wegah, N.S.	1 510	40
96	CBAG	Wegah, N.S.	1 510	40
97	CBAG	Wegah, N.S.	1 510	40
98	CBAG	Wegah, N.S.	1 510	40
99	CBAG	Wegah, N.S.	1 510	40
100	CBAG	Wegah, N.S.	1 510	40

LEGEND

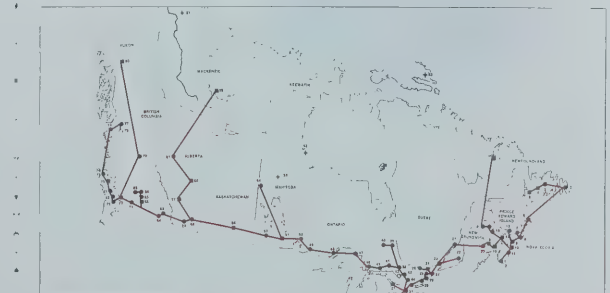
- CBC Station
- ◆ Low Power Relay Transmitter (CBG)
- ◆ CBC Station Served by Recastings
- ◆ Private Affiliated Station
- ◆ Relay or Rebroadcasting Station (Private)
- ◆ Private Affiliated Station Served by Recastings



CBC FRENCH RADIO NETWORK

CBC ENGLISH RADIO NETWORK STATIONS

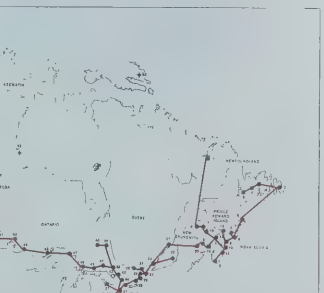
Code	Call Sign	Location	Frequency (Mc/s)	Operating Power (Watts)
1	CFGB	Cape Bay, Labrador	1 310	1 000
2	CFBN	St. John's, Nfld.	640	10 000
3	CFBS	St. John's, Nfld.	1 050	50
4	CFBT	Grand Falls, Nfld.	1 540	10 000
5	CFBV	Covered Bay, Nfld.	1 590	10 000
6	CFBL	Sidney, N.S.	1 140	10 000 DA-N
7	CFBF	Antigonish, N.S.	1 000	10 000 DA-1
8	CFBC	New Glasgow, N.S.	1 320	5 000 DA-N
9	CFBD	Truro, N.S.	600	1 000 DA-1
10	CFBE	Halifax, N.S.	800	10 000 DA-N
11	CFBW	Bridgeville, N.S.	1 000	10 000 DA-N
12	CFBL	Charlottetown, P.E.I.	1 070	32 000
13	CFBY	Charlottetown, P.E.I.	1 110	10 000 DA-2
14	CFBA	St. John's, N.B.	1 140	1 000 DA-1
15	CFBH	Moncton, N.B.	1 140	10 000 DA-1
16	CFBI	Moncton, N.B.	1 140	10 000 DA-1
17	CFBJ	Moncton, N.B.	1 140	10 000 DA-1
18	CFBK	Moncton, N.B.	1 140	10 000 DA-1
19	CFBL	Moncton, N.B.	1 140	10 000 DA-1
20	CFBM	Moncton, N.B.	1 140	10 000 DA-1
21	CFBN	Moncton, N.B.	1 140	10 000 DA-1
22	CFBO	Moncton, N.B.	1 140	10 000 DA-1
23	CFBP	Moncton, N.B.	1 140	10 000 DA-1
24	CFBQ	Moncton, N.B.	1 140	10 000 DA-1
25	CFBR	Moncton, N.B.	1 140	10 000 DA-1
26	CFBS	Moncton, N.B.	1 140	10 000 DA-1
27	CFBT	Moncton, N.B.	1 140	10 000 DA-1
28	CFBU	Moncton, N.B.	1 140	10 000 DA-1
29	CFBV	Moncton, N.B.	1 140	10 000 DA-1
30	CFBW	Moncton, N.B.	1 140	10 000 DA-1
31	CFBX	Moncton, N.B.	1 140	10 000 DA-1
32	CFBY	Moncton, N.B.	1 140	10 000 DA-1
33	CFBZ	Moncton, N.B.	1 140	10 000 DA-1
34	CFCA	Moncton, N.B.	1 140	10 000 DA-1
35	CFCB	Moncton, N.B.	1 140	10 000 DA-1
36	CFCC	Moncton, N.B.	1 140	10 000 DA-1
37	CFCD	Moncton, N.B.	1 140	10 000 DA-1
38	CFCE	Moncton, N.B.	1 140	10 000 DA-1
39	CFCF	Moncton, N.B.	1 140	10 000 DA-1
40	CFCG	Moncton, N.B.	1 140	10 000 DA-1
41	CFCH	Moncton, N.B.	1 140	10 000 DA-1
42	CFCI	Moncton, N.B.	1 140	10 000 DA-1
43	CFCK	Moncton, N.B.	1 140	10 000 DA-1
44	CFCL	Moncton, N.B.	1 140	10 000 DA-1
45	CFCM	Moncton, N.B.	1 140	10 000 DA-1



CBC ENGLISH RADIO NETWORK AND CBC NORTHERN SERVICE

CBC ENGLISH RADIO NETWORK STATIONS

Code	Call Sign	Location	Frequency (Mc/s)	Operating Power (Watts)
46	CFPA	Port Arthur, Ont.	1 290	1 000 D
47	CFPB	Port Arthur, Ont.	1 290	1 000 D
48	CFPC	Port Arthur, Ont.	1 290	1 000 D
49	CFPD	Port Arthur, Ont.	1 290	1 000 D
50	CFPE	Port Arthur, Ont.	1 290	1 000 D
51	CFPF	Port Arthur, Ont.	1 290	1 000 D
52	CFPG	Port Arthur, Ont.	1 290	1 000 D
53	CFPH	Port Arthur, Ont.	1 290	1 000 D
54	CFPI	Port Arthur, Ont.	1 290	1 000 D
55	CFPJ	Port Arthur, Ont.	1 290	1 000 D
56	CFPK	Port Arthur, Ont.	1 290	1 000 D
57	CFPL	Port Arthur, Ont.	1 290	1 000 D
58	CFPM	Port Arthur, Ont.	1 290	1 000 D
59	CFPN	Port Arthur, Ont.	1 290	1 000 D
60	CFPO	Port Arthur, Ont.	1 290	1 000 D
61	CFPP	Port Arthur, Ont.	1 290	1 000 D
62	CFPQ	Port Arthur, Ont.	1 290	1 000 D
63	CFPR	Port Arthur, Ont.	1 290	1 000 D
64	CFPS	Port Arthur, Ont.	1 290	1 000 D
65	CFPT	Port Arthur, Ont.	1 290	1 000 D
66	CFPU	Port Arthur, Ont.	1 290	1 000 D
67	CFPV	Port Arthur, Ont.	1 290	1 000 D
68	CFPW	Port Arthur, Ont.	1 290	1 000 D
69	CFPX	Port Arthur, Ont.	1 290	1 000 D
70	CFPY	Port Arthur, Ont.	1 290	1 000 D
71	CFPZ	Port Arthur, Ont.	1 290	1 000 D
72	CFCA	Port Arthur, Ont.	1 290	1 000 D
73	CFCB	Port Arthur, Ont.	1 290	1 000 D
74	CFCC	Port Arthur, Ont.	1 290	1 000 D
75	CFCD	Port Arthur, Ont.	1 290	1 000 D
76	CFCE	Port Arthur, Ont.	1 290	1 000 D
77	CFCF	Port Arthur, Ont.	1 290	1 000 D
78	CFCG	Port Arthur, Ont.	1 290	1 000 D
79	CFCH	Port Arthur, Ont.	1 290	1 000 D
80	CFCI	Port Arthur, Ont.	1 290	1 000 D
81	CFCK	Port Arthur, Ont.	1 290	1 000 D
82	CFCL	Port Arthur, Ont.	1 290	1 000 D
83	CFCM	Port Arthur, Ont.	1 290	1 000 D
84	CFCN	Port Arthur, Ont.	1 290	1 000 D
85	CFCO	Port Arthur, Ont.	1 290	1 000 D
86	CFCP	Port Arthur, Ont.	1 290	1 000 D
87	CFCQ	Port Arthur, Ont.	1 290	1 000 D
88	CFCR	Port Arthur, Ont.	1 290	1 000 D
89	CFCS	Port Arthur, Ont.	1 290	1 000 D
90	CFCT	Port Arthur, Ont.	1 290	1 000 D
91	CFCU	Port Arthur, Ont.	1 290	1 000 D
92	CFCV	Port Arthur, Ont.	1 290	1 000 D
93	CFCW	Port Arthur, Ont.	1 290	1 000 D
94	CFCX	Port Arthur, Ont.	1 290	1 000 D
95	CFCY	Port Arthur, Ont.	1 290	1 000 D
96	CFCZ	Port Arthur, Ont.	1 290	1 000 D
97	CFDA	Port Arthur, Ont.	1 290	1 000 D
98	CFDB	Port Arthur, Ont.	1 290	1 000 D
99	CFDC	Port Arthur, Ont.	1 290	1 000 D
100	CFDE	Port Arthur, Ont.	1 290	1 000 D



CBC ENGLISH RADIO NETWORK AND CBC NORTHERN SERVICE

CBC ENGLISH RADIO NETWORK STATIONS

Code	Call Sign	Location	Freq.	Pwr.
1	CBNR	St. John's, Nfld.	740	40
2	CBNS	St. John's, Nfld.	1 180	40
3	CBNT	St. John's, Nfld.	1 400	40
4	CBNU	St. John's, Nfld.	1 400	40
5	CBNV	St. John's, Nfld.	1 400	40
6	CBNW	St. John's, Nfld.	1 400	40
7	CBNX	St. John's, Nfld.	1 400	40
8	CBNY	St. John's, Nfld.	1 400	40
9	CBNZ	St. John's, Nfld.	1 400	40
10	CBNA	St. John's, Nfld.	1 400	40
11	CBNB	St. John's, Nfld.	1 400	40
12	CBNC	Barnegat, N.J.	1 400	40
13	CBND	Larry's River, N.S.	1 400	40
14	CBNE	Cross, N.B.	1 400	40
15	CBNF	St. John's, Nfld.	1 400	40
16	CBNG	Charlottetown, P.E.	1 400	40
17	CBNH	Passey River, N.B.	1 400	40
18	CBNI	Edmundston, N.B.	1 400	40
19	CBNJ	Andover, N.B.	1 400	40
20	CBNK	St. Stephen, N.B.	1 400	40
21	CBNL	Schaffsville, Que.	1 400	40
22	CBNM	Port-Carlier, Que.	1 400	40
23	CBNN	Sault Ste. Marie, Ont.	1 400	40
24	CBNO	Chaparral, Ont.	1 400	40
25	CBNP	St. Catharines, Ont.	1 400	40
26	CBNQ	St. Catharines, Ont.	1 400	40
27	CBNR	St. Catharines, Ont.	1 400	40
28	CBNS	St. Catharines, Ont.	1 400	40
29	CBNT	St. Catharines, Ont.	1 400	40
30	CBNU	St. Catharines, Ont.	1 400	40
31	CBNV	St. Catharines, Ont.	1 400	40
32	CBNW	St. Catharines, Ont.	1 400	40
33	CBNX	St. Catharines, Ont.	1 400	40
34	CBNY	St. Catharines, Ont.	1 400	40
35	CBNZ	St. Catharines, Ont.	1 400	40
36	CBNA	St. Catharines, Ont.	1 400	40
37	CBNB	St. Catharines, Ont.	1 400	40
38	CBNC	St. Catharines, Ont.	1 400	40
39	CBND	St. Catharines, Ont.	1 400	40
40	CBNE	St. Catharines, Ont.	1 400	40
41	CBNF	St. Catharines, Ont.	1 400	40
42	CBNG	St. Catharines, Ont.	1 400	40
43	CBNH	St. Catharines, Ont.	1 400	40
44	CBNI	St. Catharines, Ont.	1 400	40
45	CBNJ	St. Catharines, Ont.	1 400	40
46	CBNK	St. Catharines, Ont.	1 400	40
47	CBNL	St. Catharines, Ont.	1 400	40
48	CBNM	St. Catharines, Ont.	1 400	40
49	CBNN	St. Catharines, Ont.	1 400	40
50	CBNO	St. Catharines, Ont.	1 400	40
51	CBNP	St. Catharines, Ont.	1 400	40
52	CBNQ	St. Catharines, Ont.	1 400	40
53	CBNR	St. Catharines, Ont.	1 400	40
54	CBNS	St. Catharines, Ont.	1 400	40
55	CBNT	St. Catharines, Ont.	1 400	40
56	CBNU	St. Catharines, Ont.	1 400	40
57	CBNV	St. Catharines, Ont.	1 400	40
58	CBNW	St. Catharines, Ont.	1 400	40
59	CBNX	St. Catharines, Ont.	1 400	40
60	CBNY	St. Catharines, Ont.	1 400	40
61	CBNZ	St. Catharines, Ont.	1 400	40
62	CBNA	St. Catharines, Ont.	1 400	40
63	CBNB	St. Catharines, Ont.	1 400	40
64	CBNC	St. Catharines, Ont.	1 400	40
65	CBND	St. Catharines, Ont.	1 400	40
66	CBNE	St. Catharines, Ont.	1 400	40
67	CBNF	St. Catharines, Ont.	1 400	40
68	CBNG	St. Catharines, Ont.	1 400	40
69	CBNH	St. Catharines, Ont.	1 400	40
70	CBNI	St. Catharines, Ont.	1 400	40
71	CBNJ	St. Catharines, Ont.	1 400	40
72	CBNK	St. Catharines, Ont.	1 400	40
73	CBNL	St. Catharines, Ont.	1 400	40
74	CBNM	St. Catharines, Ont.	1 400	40
75	CBNN	St. Catharines, Ont.	1 400	40
76	CBNO	St. Catharines, Ont.	1 400	40
77	CBNP	St. Catharines, Ont.	1 400	40
78	CBNQ	St. Catharines, Ont.	1 400	40
79	CBNR	St. Catharines, Ont.	1 400	40
80	CBNS	St. Catharines, Ont.	1 400	40
81	CBNT	St. Catharines, Ont.	1 400	40
82	CBNU	St. Catharines, Ont.	1 400	40
83	CBNV	St. Catharines, Ont.	1 400	40
84	CBNW	St. Catharines, Ont.	1 400	40
85	CBNX	St. Catharines, Ont.	1 400	40
86	CBNY	St. Catharines, Ont.	1 400	40
87	CBNZ	St. Catharines, Ont.	1 400	40
88	CBNA	St. Catharines, Ont.	1 400	40
89	CBNB	St. Catharines, Ont.	1 400	40
90	CBNC	St. Catharines, Ont.	1 400	40
91	CBND	St. Catharines, Ont.	1 400	40
92	CBNE	St. Catharines, Ont.	1 400	40
93	CBNF	St. Catharines, Ont.	1 400	40
94	CBNG	St. Catharines, Ont.	1 400	40
95	CBNH	St. Catharines, Ont.	1 400	40
96	CBNI	St. Catharines, Ont.	1 400	40
97	CBNJ	St. Catharines, Ont.	1 400	40
98	CBNK	St. Catharines, Ont.	1 400	40
99	CBNL	St. Catharines, Ont.	1 400	40
100	CBNM	St. Catharines, Ont.	1 400	40



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